

CHEMIST & DRUGGIST

The newswweekly for pharmacy

a Benn publication

November 14, 1987

Council seeks
'due diligence'
defence on
forged scripts

NPA to look
for Storkwain
reversal

17 year-old male
found guilty of
D'Souza murder

YPG goes for
two-tier script
supervision

NI pharmacist
killed by
Enniskillen bomb

November 19 for
health White
Paper?

SHOPFITTING
SPECIAL FEATURE

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Contra-indications: Galactosaemia. Gastro-intestinal obstruction. **Precautions:** Lactose intolerance. **Product Licence Number** 0512/5001.

References: 1. Florent C. et al. J Clin Invest 1985; 75: 608-613. 2. Palmie P.E. Therapiewoche 1980; 3: 4045-4049. 3. Hoffman K. et al. Klinische Wochenschrift 1964; 42 (3): 126-130. 4. Sanders J. J Am Ger Soc 1978; 26 (5): 236-239.

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COMMENT



The Young Pharmacists Group, now in its third year, was criticised in some quarters when it was established, as a possible distraction from the Pharmaceutical Society Branch system for the younger element in the profession. What seems to be happening in practice is that YPG members are using the group as a think-tank, to crystallise their thoughts, before taking both their enthusiasm and their ideas out to the Branches. Judging by the overall quality of their preliminary report on the PSGB's working paper on Nuffield, and the informed, committed debate at their second annual meeting at Lambeth (p988), the professional life at branch level, and above, should be enriched if they continue to press forward with such vigour and good humour.

There was much to excite interest in their report. If the possibility of transferring GSL medicines to pharmacist only sale is discounted, the re-alignment of medicine categories proposed by the YPG has much to commend it.

"Pharmacy Formulary Medicines" would be available only through the personal



recommendation of a pharmacist to the patient, and would contain P medicines requiring supervision or subject to abuse, as well as more medicines that had been transferred from POM to P, like chloramphenicol eye drops. "PF" medicines would be designated by the Pharmaceutical Society.

The Society's proposal that individual pharmacists establish their own list of P medicines requiring their personal recommendation is likely both to confuse and frustrate the public when variations occur between neighbouring pharmacies. If the PSGB was to establish such a list at a national level through, say, the PFM mechanism, then so much the better.

Nuffield has helped create a climate where pharmacists will

be better prepared and more willing to exercise professional discretion, but there must be a sound framework and guidelines in which to operate. These must be firm, yet flexible, allowing the pharmacist to exercise a degree of professional discretion that will not confuse the patient. The Society's present suggestion that certain dressings, appliances, and repeat scripts can be dispensed without pharmacist intervention may leave scope for an element of professional discretion that would not only be confusing for the patient, but downright dangerous as well.

The primary and secondary prescription categories laid down by the YPG are a possible way forward, and certainly worth considering by the Society when it mulls over all the submissions received on its Nuffield proposals. What is important is that the YPG, along with others, has taken the trouble to make its views known to the Society. What is even more important is that the yet silent majority does the same. There are just 13 working days left to do so and to influence the course of the pharmaceutical profession for the next 50 years . . .



17-year old convicted of pharmacist murder

An Old Bailey judge last week ordered the 17-year-old murderer of London pharmacist Anita D'Souza to be detained during Her Majesty's pleasure.

Judge John Hazan sentenced shop assistant Gary Reynolds for bludgeoning Miss D'Souza, 28, to death with a hammer in a chemist shop in East London. He told the teenager: "I express the hope that no Home Secretary will release you for a very long time, and then only when it is made sure that you are no longer a danger to anyone by reason of your propensity for violence."

The jury, which unanimously convicted Mr Reynolds, of Cheltenham Road, Leyton, of murder, had heard from prosecuting counsel Mr Nigel Milne that the killer worked with Miss D'Souza at a chemist's in Merchant Street, Bow, East London. Mr Reynolds held a grudge because he thought he was not paid enough, and for months planned a robbery. He intended to flee to France.

Only minutes after the last customer was served and the shutters brought down

at the shop last February 14, he struck Miss D'Souza, of Chigwell, Essex, 14 times on the head with a hammer so she would not witness him taking the cash. She died for £450 — the week's takings — which Mr Reynolds snatched up.

After his conviction, Judge Hazan told Mr Reynolds he had been convicted on overwhelming evidence of a brutal and savage murder. "You bludgeoned her to death with a hammer, stole the money and then bragged to your girlfriends about what you had done, laughingly describing how you had hit Miss D'Souza over the head. You have shown no remorse, and although you are only 17, you are one of the most brutal and callous killers I have ever come across".

Relatives of Mr Reynolds sobbed in the public gallery as the youth was led to the cells. In the witness box, he maintained he had only intended to knock Miss D'Souza out so she would not see him taking the cash. Judge Hazan said Mr Reynolds, who had no previous convictions, planned to spend the cash in France but had been "fortunately" detained at Dover.

Camoquin: still a role to play

Compensation claims by a number of patients who say they have suffered as a result of taking the Parke-Davis antimalarial Camoquin are unlikely to affect the marketing of the drug.

Following reports of agranulocytosis, Parke-Davis last year issued warnings to doctors that Camoquin, (amodiaquine), should only be used as a sole agent, in areas of chloroquine resistance, after careful assessment of the risk/benefit ratio. The company pointed out that the reports of agranulocytosis occurred mainly in patients taking the drug in combination with other antimalarials. At the same time the recommended dose was reduced to a maximum 400mg a week for adults.

Last week, *The Sunday Times* reported that a group of patients are now seeking compensation from Parke-Davis, claiming that they have suffered severe damage to their immune systems.

A company spokesman told *C&D* on Tuesday: "The problems with the product

are well known, but it still has a role to play against chloroquine-resistant strains."

He said that one million children under five die of malaria in Africa every year, and that the agranulocytosis problem appeared to affect only those visiting malarial areas, rather than the indigenous population.

EEC recognition Order in Lords

The Order which will allow EEC pharmacists to practice in Britain was approved by the House of Lords on Tuesday.

Introducing the Pharmaceutical Qualifications (EEC Recognition) Order 1987, the Earl of Arran, for the Government, said that provision had been made to protect the legitimate interests of British pharmacists.

Greek pharmacists would not be allowed to become the proprietor of a community pharmacy, and a pharmacy registered for less than three years could not be under the personal control of an EEC qualified pharmacist.

White Paper next week?

Speculation at Westminster suggests the Government White Paper on primary health care could be published next week, possibly on November 19.

There has been much speculation on its content. Newspaper reports this week suggest that incentive payments for GPs, against which doctors have expressed their opposition, are back on the agenda. One suggestion is that payments would be earned by GPs who achieve set targets for services like breast and cervical cancer screening. Regular checks on the over-65s have also been mounted as justification for the current extra fees.

Among other proposals put down to "informed sources" are that free dental check-ups could be scrapped. Another rumour is that opticians might be put forward for diagnostic testing, such as blood pressure measurement.

Research backs NPA's vision

The latest "Ask your pharmacist" TV commercials are an impactful and entertaining reinforcement of the campaign message, according to research by the NPA's agency Cromer Titterton Mills & Cowdrey.

The "nose" commercial, in which a long latex nose emerges into the sunlight was seen as intriguing while evoking some concern as to the subject matter — AIDS, contraception? — while resolution brought relief, and amusement, CTMC report.

The conclusions arose out of two group discussions with women, all with children under 15 living at home and all claiming to shop regularly at a pharmacy.

Doctors appeal in Sawtry

Dispensing doctors in Sawtry have appealed to the Secretary of State for Social Services against a Rural Dispensing Committee decision to allow a pharmacy to open in the Cambridgeshire village.

The *Peterborough Evening Telegraph* records that a residents' ballot came out against the pharmacy.

Mates to sell at a profit

Most retailers will sell the new Mates condoms at a profit, the Virgin Healthcare Foundation revealed this week.

It was hoped initially that retailers would sell the condoms at no gain, to support AIDS prevention. But a large number were unable to do this, said John Jackson, chief executive, Mates Healthcare Ltd, the trading company set up by the Foundation. The only outlets willing to sell without profit are Medicare, Virgin record shops and the Body Shop, where the unit price will be about 12p compared with 15p in other retailers where margins will be in line with other brands, said Mr Jackson.

Other outlets agreeing to sell Mates are Boots, Underwoods, Superdrug, Sainsburys, Argyll, Asda, Tesco, W.H. Smith, HMV and Our Price record shops.

Vending machines, selling a pack of five for £1, will be in garages, pubs, clubs, sports centres, colleges and hotels.

Television and Press advertising started



Young Pharmacists' Group members elected a new committee at their Conference at the Pharmaceutical Society headquarters last weekend (p988). The 1987-88 Committee is as follows: *back row l to r*, recruitment secretary Mike Williams, newsletter editor, John Gentle, Midlands region representative Garth Newberry. *Middle row*: social secretary, George Thornton, treasurer Eilean Shearer, Southern region Sean Wheatley, Scottish and Northern region Ian Millar, PR officer Dr Richard Taylor. *Front row*: vice-chairman Mark Koziol, chairman Christine Tobitt, secretary Robert Carroll

this week and a further magazine campaign will run next month, when it is hoped that a cinema campaign will be underway. All profits from Mates Healthcare will go to the Foundation to fund an AIDS educational programme.

The first TV spot takes a "light hearted" view of customer embarrassment when asking for condoms in a pharmacy.

nearer Christmas. Meanwhile the Council has written to tell retailers selling the condoms to return them.

The condom testing is being done by members of the Association of London Authorities which is expected to produce a report on the findings.

A spokesperson for Chefaro Proprietaries who supply Duet Supersafe condoms to pharmacy, told *C&D* that as long ago as July or August all their customers had been notified by letter to return stocks of Duet Supersafe ribbed and studded condoms after they had been found to have a higher than acceptable number of pin holes. Fresh stock has been bought in by Chefaro and is being independently tested.

prescribing, Mr Stewart explains. The scheme aims to improve the communication skills of Britain's 60,000 medical receptionists to give an understanding of how patients cope with illness; to improve their knowledge of the systems they work in; to help them become more computer literate, and to improve job satisfaction.

Part of the course, which consists of six evening sessions, deals with receptionists' responsibilities towards patients who require a repeat prescription and do not need to see the doctor. Pharmacists' advice was taken into account when this part of the course was designed.

Astill meets new Tory chief

National Pharmaceutical Association director Tim Astill was in a six man Retail Consortium delegation who met new Tory chairman Mr Peter Brooke in his role of Paymaster General.

Potential changes in VAT laws were on the agenda, with moves from the EEC to "complete the internal market" with two new positive rates by 1992.

Mr Astill says that he was able to emphasise to Mr Brooke "the particular problems of smaller retailers in accounting for several rates of different rates of VAT rather than one positive rate."

Early warnings: Tell the locum!

Remember to tell locums about early warning schemes is the moral of a delay in the Mid and South-East Staffs area recently.

An up-to-date system embracing all contractors, set up on October 20, was called into early use on October 26 by the police, following the theft of prescription forms from Kidderminster General Hospital. Within an hour and a half all but one of the seven channels of the EWS had received the message, but in one there was a breakdown due to the inability of a locum to carry out the procedure.

Staffs LPC secretary Robert Tuck suggests that contractors should delegate a member of staff to forward messages in their absence or instruct locums to do so.

Poor condoms under fire

Condoms that fail British Standards tests are again under attack as London boroughs complete a condom testing project.

As a result Greenwich Council is bringing action under the Trade Descriptions Act against the importer of Duet Supersafe condoms. Some 19 out of 100 Duet Supersafe ribbed condoms bought in the Borough failed BS3704, a spokesman told *C&D*. Legal advisers to the Council do not expect a hearing until

GP receptionists get help

Repeat prescriptions could be more accurate if a new training scheme for GP's receptionists, launched this week, is effective.

At least that is the hope of Alec Stewart, editorial consultant at Radcliffe Medical Press who are supplying the training materials. Better training will lead to records being kept more accurately and therefore fewer mistakes in repeat

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NPA to seek a reversal of Storkwain

The National Pharmaceutical Association is to attempt to have the effect of the House of Lords Storkwain judgment reversed. The Board, meeting last month was concerned that a member who had reported forged prescriptions to the police had been prosecuted under the Medicines Act (see C&D, October 31, and Comment last week).

In this case Diconal had been added to genuine FP10 prescriptions. The pharmacist detected the forgery and reported it to the police, who subsequently prosecuted him under the Misuse of Drugs Regulations. Chemist Defence Association solicitors advised the member to plead "not guilty" as there appeared to be a good defence to the summons. The Crown Prosecution Service then intervened, withdrew the summons and replaced it with one under Section 58 of the Medicines Act (the "Storkwain Section") to which the member had to plead "guilty" because the offence had been held by the House of Lords to be one for which a pharmacist is strictly liable.

Standards for membership: Alan Facer (Preston) proposed that the NPA consider setting standards for membership. Sub-standard pharmacies would thus be discouraged with a consequent improvement in professional standards. The suggestion was made against the background of the Nuffield recommendations, the new contract and the need to implement Section 66 of the Medicines Act. The Board is to set up a working party to consider the idea which, if adopted, would mark a significant departure from the present basis for NPA membership.

Advertising campaign: Board members are to carry out an informal telephone survey of members on the use of the POS show card associated with the NPA advertising campaign. The Board is anxious to quantify the percentage of those not showing the card and discover the reasons for it.

Family Health Care stands: The stock of wire stands for leaflets is almost exhausted. The Health Education Authority has agreed to pay £500 towards a new order of 1,000 stands. The NPA Board is to donate a similar amount.

Supply of plastic syringes: Conflicting statements from the

Department of Health and the British Diabetic Association as to the number of times plastic syringes should be used were examined. The DHSS statement on the use of disposable needles and syringes for diabetics states unequivocally that "they are meant to be used only once!" It repeats the warning not to share syringes and needles and asks the patient to follow the advice of his/her doctor or pharmacist about how to get rid of them.

However, the BDA has stated that it does not agree with the DHSS guidelines, and adds that experience has shown the re-use of disposable syringes by diabetics is completely safe. The BDA also claims that as the diabetic is sole user of the syringe there is no danger of cross infection and syringes can be re-used safely up to five times.

The NPA Board agreed that the DHSS guidelines should be accepted as those to be commended to diabetics. As the Government had already made provision to pay for the use of the syringes and needles only once by each diabetic, single use was preferable as there was then no possibility of cross infection.

Data Protection Act: Although individuals are now able to obtain copies of personal data about themselves held on computer, registered pharmacists, being "health professionals", may withhold information likely to cause serious harm to the patient's physical or mental health. The relevant paragraph from the DHSS circular reads (paraphrased):

"The Order allows access to data relating to the physical or mental health of the subject, to be modified to enable a user to withhold that which is likely to cause serious harm to the physical or mental health of the subject or another person, and data which would lead to identification of another individual other than a 'health professional' involved in care of the subject."

BOC — equipment infection hazard: Ohmeda, a division of BOC Health Care, had been enclosing a circular letter with oxygen heads returned to contractors after repair. In the letter the company requests that in future all equipment returned should be accompanied by a signed declaration to the effect that the apparatus was clean and safe and where appropriate had been submitted to a process of decontamination. Following members' complaints, the NPA has approached Ohmeda and the company has agreed to re-examine the declaration.

New contract confusion: During late September and throughout October the office had received a large number of inquiries from people confused as to whether or not FPCs had discretion to extend the six month period for opening

A PRACTICAL MEDICAL JOURNAL 95p

Toddlers - common problems

Professor R S Illingworth



"Toddlers — common problems" and "Fears and phobias" are the latest two booklets (£0.95) in the BMA's Family Doctor series, available through the NPA. "Toddlers" by Professor Ronald Illingworth, covers behavioural problems like discipline, sleep and bedwetting, as well as the infectious diseases of childhood. Common illnesses and symptoms are covered, as are accidents in the home and their prevention. In "Fears", Professor Issaac Marks describes and explains irrational fears, phobias and obsessions, discusses how they affect sufferers and gives practical advice about therapy. *NPA Services Ltd, Mallinson House, 40 St Peters Street, St Albans.*

after an application was received.

Other questions were whether an FPC could accept an application for a contract to be operated from premises which did not exist at the time it was made, or whether a contract could be granted to a proprietor who did not have a legal title to the premises from which the service was to be provided.

There seemed to be no legal basis for any FPC adopting this attitude and the Board considered it ludicrous that a prospective proprietor should commit himself irrevocably to occupying premises without any guarantee that he would be awarded a contract. A request for judicial review has been brought against a family practitioner committee by a contractor regarding his application.

Business services: The NPA is to distribute the "We care with a chair?" window sticker from Age Concern.

A suitable window card and pads of hand-out slips on which to record patients' blood pressure and pulse rate readings are also to be made available.

The BMA has agreed that the new Family Doctor booklet counter display unit available free with orders for 100 booklets can be supplied at half-price (£6) with orders for 50 booklets.

To supplement the NPA's existing range of household substances labels, sheets of labels bearing just the statutory warning symbols will be offered.

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Ashley wants Opren probe

Jack Ashley, MP, has called for the Government to set up a special investigation into allegations about Opren made on ITV's "World in Action" this week, and an NHS boycott of the company's drugs.

The programme alleged that Eli Lilly had failed to notify the Committee on Safety of Medicines of all deaths related to Opren usage and had tried to secure, with open-ended offers of money, the court services of two Lilly consultants who could have given potentially damaging evidence against them.

Additionally it was alleged that Lilly had sought to silence the Opren lobby for UK plaintiffs by offering compensation of less than £1,000 each to patients with outstanding claims, compared to US settlements of 100 cases at a cost of \$50m. Some 77 deaths were ascribed to Opren during UK marketing; there were 4,000 reports of adverse reactions. Speaking on the programme, Mr Ashley said that if the allegations were substantiated, the Government should ban all Lilly drugs from NHS prescriptions, other than those which cannot be substituted by products from other companies.

A spokesman for Lilly said on Tuesday: "Lilly, in common with others involved in the litigation believed that to take part in a controversial programme at this time could prejudice the chances of an early resolution of the dispute.

"The company made its views known to the programme makers and declined an invitation to take part."

Staff training on the increase?

Indications are that more pharmacists are getting involved in staff training, according to the National Pharmaceutical Association's training development officer, Ailsa Benson.

Mrs Benson reports that since pharmacies received their free copies of the NPA's technicians training manual, there has been a "dramatic increase" in requests for task sheets, the sheets of questions filled in by the technicians as they proceed through the course. "So there does seem to be more training going on," says Mrs Benson.

A copy of the manual was provided with the help of a £15,000 grant from the Distributive Industries Training Trust.

Phoney 'flu victim?

The phone rings at home. "Hello, is that you, old, friend, how are you? ... "Fine" ... "Hope you don't mind me ringing you at home, but my doctor tells me he miscalculated how many 'flu injections to buy, and hasn't bought enough for all his patients and says I would have to contact a chemist this time!" Not once, but several times at home, plus a dozen enquiries at the shop.

I'm absolutely choked. Three years ago I was supplying anything between 150-200 patients. Last year I ordered 30 and was left with a dozen. So, I'd a few in stock when the flood came this month. They are gone now, and I am told that unless I ordered months ago, the next stock won't be available till December. Of course we had a few reps in. No, come to think of it, only Duphar chose to call on me.

So far as I'm concerned the situation is intolerable. The manufacturers, by offering our GPs special deals, have deliberately switched from established distribution channels into direct selling, but still reckon to throw us the sop of special order status, to keep us quiet. Our long standing customers are quietly moved to the surgeries by GPs only too delighted to gain additional profit. And now because we can't get stock, we are made to look totally inadequate in the eyes both of GP and patient. It is not good enough. We have to tell the national Press about this so the public knows the truth.

PS. After I had written this, I received a copy of the Liverpool LPC newsletter with compliments of Jeremy Clitherow, who apparently tried to get NPA to issue a "vitriolic" Press release, without success. Indeed, one of the drawbacks of his mag, and the pharmaceutical Press, is that they only reach parts already aware of what is going on. We need a wider dissemination of our disgruntlement. If NPA thinks it is going to get another £25 from me to cover the Chemists Defence Fund, it had better start being seen to defend us, when nasties like this can be seen to damage us...

Self-addressed

I'm sure we all enjoyed the sarcastic letter in last week's *C&D* in which J.S. Clarke of Weston-super-Mare poured justifiable scorn on the ludicrous situation now applying to diabetics who only want disposable needles. As Mr Clarke says, someone is addressing themselves to the problem!

Problem? I see no problem. Surely anyone could perceive, however difficult the apprehension, that it has to be cheaper to supply one disposable needle, than to supply one disposable needle *and* a disposable syringe. In any rational body, bureaucratic or not, a decision to accept simple logic and save a considerable sum of money, would be made at the stroke of a pen by the first person who was shown the problem existed.

As for having the "authority" to act — what sort of Civil Service have we which must carp at being seen to act sensibly?

Early warnings

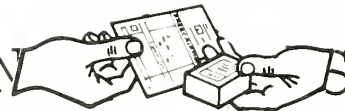
I've been thinking about this business of early warnings. I checked on the number I receive and their nature. Without exception in the last three months, they all concern stolen prescription forms. The next day the post brings a written notification from the FPC.

In view of the hassle I have in getting through to my next-in-line — a company branch which seems to have a different pharmacist every time I ring — I'm examining whether I want to continue my unquestioning acceptance of the urgent need of the message. The more I think about it, the more I believe the only time we should lend our services to this scheme is when the situation is one which would threaten the life of a patient; or involves a known drug misuser. It is the seriousness of the problem which should govern the action we are to take, not necessarily its nature. A drug recall could be infinitely more critical than, say, a stolen script form...

Before we accept a message, the LPC secretary should first be consulted, and only on his OK should the ring-around swing into action. Let's face it, with the liability we have concerning forgeries, we are all looking hard at every script we don't recognise. The fact that we had ten warnings of stolen scripts in the last period doesn't make much difference.

Finally, if the LPC had to approve an early warning call, then it would be a simple matter to negotiate a fee for the job, would it not? Which is why, although these warnings are primarily a professional responsibility, it is appropriate for the contracting body to deal with it rather than the professional.

What I suggest is, that rather than continue accepting all and every notice we are given for transmission, the scheme should be reserved for occasions when it is vital. I see no reason why, because we are pharmacists, we should be expected to give an essential pharmaceutical service without fee.



Didronel IV injection

Manufacturers Norwich Eaton Ltd, PO Box 27, Hedley House, St Nicholas Avenue, Gosforth, Newcastle-upon-Tyne NE3 1LR

Description Clear colourless sterile solution containing 300mg of etidronate disodium USP in 6ml water for injections

Indications Initial intravenous therapy for hypercalcaemia of malignancy, together with achievement and maintenance of adequate hydration. Can be used when other therapies, such as hydration, have inadequately reduced elevated serum calcium

Dosage Recommended daily dose is 7.5mg/kg/day intravenously for three days. The dose should be diluted in at least 250ml of 0.9 per cent w/v sodium chloride IV infusion BP but can be added to greater volumes when convenient. Should be administered over a period of at least two hours regardless of volume. Retreatment may be appropriate if hypercalcaemia recurs. There should be at least seven days between courses. Oral or IV fluids should be given in amounts to establish or maintain normal hydration. Safety and efficacy has not been established in children

Warnings, precautions Occasional reversible abnormalities in renal function. Hypercalcaemia may cause or exacerbate impaired renal function. Appropriate monitoring of renal function with serum creatinine or blood urea nitrogen is recommended. Reduction of dose may be advised in patients with impaired renal function. Didronel IV is not contra-indicated in patients with hyperparathyroidism. No controlled reproduction or teratology studies have been carried out with the IV formulation. Data from oral studies shows no teratogenic effect but there was a reduction in the number of live born fetuses in rabbits. No human studies are available. It is not known whether the drug is excreted in human milk. See Data Sheet

Side effects Metallic or altered taste during and after infusion which disappears in a few hours

Overdose Would clinically manifest as the signs and symptoms of hypocalcaemia, such as paraesthesia and carpopedal spasm. The chelation effect of the drug should be reversible with IV administration of calcium gluconate

Storage Should be stored below 40°C. The diluted solution should be kept between 15-30°C and used within 48 hours

Legal category POM

Packs Outers of six ampoules each containing a solution of 300mg etidronate disodium in 6ml water (£198.56)

Issued November 1987

Product Licence 0364/0041

Aerolin Auto inhaler

3M Riker have introduced the Aerolin Auto inhaler, a breath-actuated metered dose salbutamol inhaler which delivers salbutamol sulphate BP equivalent to salbutamol to 100mcg.

Its use does not require any co-ordination by a patient and there can be no loss of dose due to poor pressing/breathing related actions, says the company. When the inhaler is placed in the mouth the dose is fired automatically signified by an audible click. It is particularly suitable for children and the elderly. Each unit (£11.50) delivers 400 doses and is reusable. A refillable unit costs £4.98. Product Licence 0068/0117. 3M Riker, Loughborough, England.

Maxolon high dose by IV

Maxolon "High Dose", used to control cytotoxic-induced emesis, is now recommended by Beecham Research to be administered by continuous IV infusion.

This method enables steady serum levels of metoclopramide to be maintained more effectively, and recent studies have shown significant improvement in the control of cisplatin-induced emesis over an alternative intermittent IV infusion regimen. An updated Data Sheet with dosage requirements is being sent to interested pharmacists. Beecham Research Laboratories, Great West Road, Brentford, Middlesex TW8 9BD.

More uses for Intron A

Kirby-Warrick have received approval to market Intron A for the treatment of chronic myelogenous leukaemia and condyloma acuminata (genital warts), in addition to hairy cell leukaemia.

Dosage recommendations are as follows: Chronic myelogenous leukaemia: 4 to 5 million iu/m² administered subcutaneously daily. When the white blood cell count is controlled, the dosage may be administered every other day.

Condyloma acuminata: By direct

intralesional injection into the base of the lesion using a fine needle (30 gauge), 1 million iu per wart three times per week for three weeks. As many as five lesions can be treated at one time. The maximum total dose administered weekly should not exceed 15 million iu. Kirby-Warrick Pharmaceuticals Ltd, Mildenhall, Bury St Edmunds, Suffolk IP28 7AX.

Colour change

Following a change in Ciba's manufacturing process, the colour of Trasacor 80mg tablets will change slightly. The new tablets will be light beige in colour, rather than the present yellow. The markings on Slow-Fe tablets are also being changed, from "CIBA" on one side and "NR" on the other, to "CG 503" on one side and plain on the other. This change will occur with batch K423. Ciba-Geigy Pharmaceuticals, Wimbleshurst Road, Horsham, West Sussex RH12 4AB.

Triazolam first

Generic triazolam tablets are now available from Generics (UK) Ltd. The flat bevel edged tablets are available in 0.125mg and 0.25mg strengths. The tablets are light mauve and light blue and are marked "TR125" and "TR250" with a breakline respectively. Both strengths carry the company logo on the reverse.

Initial supplies are available in Securitainers of 250 (0.125mg £14.35; 0.25mg £19.33 basic NHS). Introductory offers are available from Kerfoot Pharmaceuticals Ltd, Vale of Bardsley, Ashton-under-Lyne, Lancs OL7 9RR.

Roche are re-introducing Prostigmin 0.5mg/ml (packs of 10 £1.52) as a result of requests from paediatric anaesthetists. Roche Products Ltd, PO Box 8, Welwyn Garden City, Herts AL7 3AY.

Cox Pharmaceuticals say that azathioprine tablets are now available in blister packs of ten strips of ten and Securitainers will be discontinued when stocks are exhausted. Cox Pharmaceuticals, Whiddon Valley, Barnstaple, Devon EX32 8NS.

Calmic have changed the pack livery and ampoule labelling for Anectine injection (suxamethonium chloride). The new packs will highlight the product name in a yellow band. Additionally the ampoule labels are changing from black on white to black on yellow. Calmic Medical Division, The Wellcome Foundation Ltd, Crewe Hall, Crewe CW1 1UB.

Chemist & Druggist 14 November 1987

cribing information

entation Each pink, shield-shaped tablet is impressed "ZOVIRAX" on one side and a triangle on the obverse, and contains 400mg acyclovir. **Uses** Treatment of acute herpes zoster infections. Whilst a clinical effect of treatment on acute pain has been shown, studies have not yet demonstrated an effect on post-herpetic neuralgia. **Dosage Adults:** 400mg tablets five times daily for seven days. Treatment should start as early as possible after rash onset. **Contra-indications** Contra-indicated in patients known to be hypersensitive to acyclovir. **Precautions** For patients with severe renal impairment (creatinine clearance less than 10ml/

minute) a dose of 800mg twice daily is recommended. For those with creatinine clearance from 10-25ml/minute a dose of 800mg every six to eight hours is recommended. In the elderly, total acyclovir body clearance declines along with creatinine clearance. Adequate hydration of elderly patients taking high oral doses of Zovirax should be maintained. Special attention should be given to dosage reduction in elderly patients with impaired renal function. Experience in human pregnancy is limited so caution should be exercised in prescribing for pregnant women. **Side- and adverse effects** Skin rashes have been reported in a few patients receiving Zovirax Tablets; the rashes have resolved on withdrawal of the drug. In

trials, the incidence of gastrointestinal events has not been found to differ from placebo. **Basic NHS cost** Shingles Treatment Pack, 70 tablets (PL 3/0227) £119.00.

1. McKendrick, *et al.* (1986), *British Medical Journal*, 293, 1529.

Further information is available on request.

The Wellcome Foundation Ltd
Crewe, Cheshire



Wellcome



Zovirax Shingles Treatment Pack



Four words to quench the fire of shingles

"Zovirax Shingles Treatment Pack" is the latest addition to the comprehensive antiherpetic Zovirax range. These four words on an FP10 are enough to enable you to give a complete, clinically proven¹ course of shingles therapy with clear dosage guidelines.

The Zovirax Shingles Treatment Pack is designed for ease of dispensing, as well as to help the patient to take the appropriate dosage at the correct time of day for the right treatment period, i.e. 800mg 5 times a day for 7 days.

Stock the Zovirax Shingles Treatment Pack. Four words to quench the fire of shingles.

THE WELLCOME
FOUNDATION LTD

LEADER IN ANTIVIRAL RESEARCH

ZOVIRAX*

acyclovir

*Trade Mark



Why do 7 out of 10 M

New Babykini is (The answer's r
a new generation of

nappy. Not only does it represent a leading brands of disposables. And it
genuine leap forward in technology, comparative test* with one leadi
it has already proved an outstanding brand, more than 7 out of 10 mums w
success in test markets. expressed a preference chose Babykini

Recent independent research* has The reasons for it's popularity a
shown that mothers overwhelmingly many: Babykini are better at preventi
preferred Peaudouce Babykini to other leaks; they are more absorbent; th



Mothers prefer Babykini? (Most absorbing.)

have the unique Superfit band; they are more effective than other nappies at right time, and at keeping skin dry.

All in all, they are a better quality product. And with a smaller box, for easier storage and merchandising, you'll have no problem selling them.

Babykini Maxi 44s will be available from 1st October

1987, so contact Countercall and place your order now. Because mothers, after all, know best.

Babykini

PEAUDOUCE

THE SYMBOL OF SERVICE TO THE CHEMIST.
FREEPHONE 0800 282892



COUNTERCALL APPOINTED BY **PEAUDOUCE** TO SERVICE THE INDEPENDENT CHEMIST

Half a dozen reasons why you should choose Discretetest.



WHAT 250,000 WOMEN HAVE BEEN WAITING FOR

The six little characters above are bringing good news to the 250,000 women up and down the country who've been trying unsuccessfully for a family.

Good news because often there's nothing wrong with them; it's just a case of bad timing.

Which is where Discretetest can be such a help. Because it will tell them in advance the precise time when they're at their most fertile, and therefore most likely to conceive.

A SIMPLE ACCURATE TEST

Your customers will find Discretetest very easy to use: they simply test a sample of urine every morning, with enough tests in each pack for a whole monthly cycle.

And one test will give advance warning of peak fertility with pinpoint

accuracy: at least as accurate as any professional or other test.

MADE BY THE MAKERS OF PREDICTOR

Chefaro, of course, is a company your customers can trust.

We've been involved in diagnostic products, such as Predictor, for well over 15 years. We make accuracy our business. Accuracy backed by careful research.

£500,000 ADVERTISING CAMPAIGN

Which brings us back to those six little characters, who have been gracing the pages of the National and Women's press all year, as part of a £500,000 campaign supporting Discretetest.

Watch out for them in fact, in November and December, in Prima,

Mother & Baby, Options, Cosmopolitan, Living and Woman's World.

HIGH MARGINS FOR YOU

As the premium product on the market, Discretetest should bring more than a twinkle to your eye.

And if you're interested in livening up your profit margins, this is one of the six reasons you can't afford to ignore.

REPLACEMENT STOCK GUARANTEE

Despite helping new life into the world, Discretetest has a life of its own to lead.

And if that's coming to a conclusion, just check expiry dates on your packs, and we will undertake to replace them if necessary.

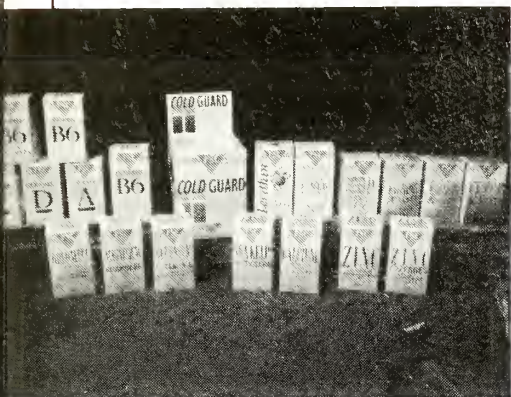
Contact Chefaro, or your nearest wholesaler.

Six good reasons. Now's the time to choose.

DISCRETEST

DISCRETEST. TELLS YOU WHEN THE TIME IS RIGHT.

CHEFARO PROPRIETARIES LTD., SCIENCE PARK, MILTON ROAD, CAMBRIDGE CB4 4FL. TELEPHONE ENQUIRIES 0223 312956



FSC gets a new look

Health and Diet are re-packaging the Food Supplement Company range.

The new look will be phased in over a period of six months, starting this month. The vitamin and mineral products will be the first to change, followed by the special formulations later on.

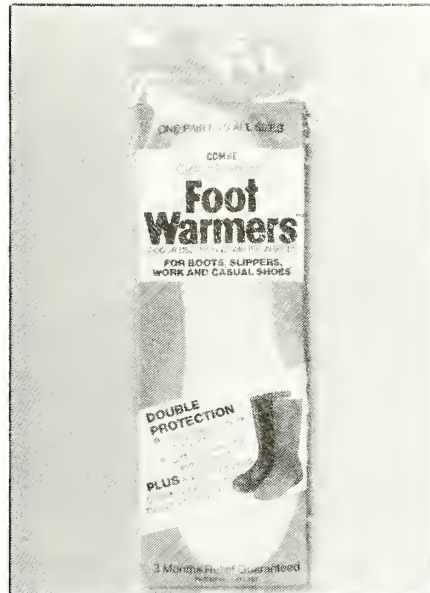
Each new pack will carry a "Best before..." date stamp and the tamper-evident and moisture-proof features recently introduced for some products will extend across the entire range. Full nutritional analyses are to be printed on all



packs as well as the guarantee that the products are free from added preservatives and artificial colourings. *Health and Diet Food Company Ltd, Seymour House, South Street, Godalming, Surrey GU7 1BZ.*

Venos POS

Beecham Health Care are introducing a counter display unit for Venos Night-time. The empty unit is now available free from representatives. *Beecham Health Care, Beecham House, Great West Road, Brentford, Middlesex TW8 9BD.*



Feet first

Odoreaters Footwarmers have been re-packaged for Winter 1987.

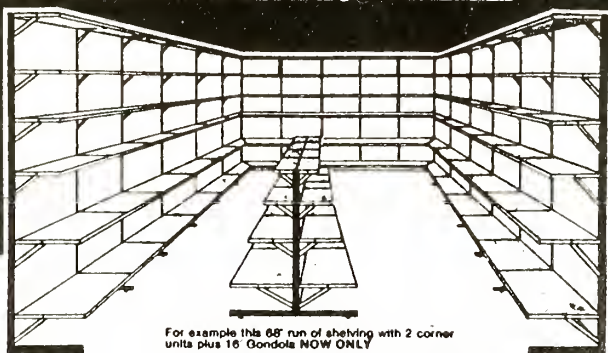
They will be supported by Press advertising during the Winter months, in national daily/Sunday newspapers, say *Coombe International Ltd, AMP House, Dingwall Road, Croydon, Surrey CR9 2AU.*

**Beat the price increase
and 50% discount**

'SHOPKIT SUNDAY'

November 22nd 1987

**Now's the time to make the greatest savings
possible on all SHOPKIT products...**



For example this 68" run of shelving with 2 corner units plus 16" Gondola NOW ONLY

PRICE SHOWN ABOVE FROM OUR 1987 LIST PRICE'S

FOR THOSE OF YOU WHO STILL HAVE OUR OLD BLUE ORDER FORMS AND WOULD LIKE TO TAKE ADVANTAGE OF THIS OFFER YOU MAY PURCHASE YOUR SHOPFITTINGS AT OUR PREVIOUS UNBEATABLE PRICE'S FOR ONE DAY ONLY.

WE ARE OPEN FROM 10AM TILL 4PM

ask about our SHOPKIT joinery products

JOHN U WILHELMY LTD,
50 IVATT WAY, WESTWOOD,
PETERBOROUGH, PE3 7PN
Phone (0733) 265263

UNIT 5, GALLAGHER TERRACE,
PARK ROAD INDUSTRIAL EST.,
BLACKHILLS, CONSETT,
D46 5UN.
Tel 0207 591146

**TOTAL PRICE
£2156.00**
+ VAT
NO HIDDEN EXTRAS

**Unbeatable
Value**

Shopkit
Serves you right!



Beecham Health Care have produced display material to highlight Resolve, Settlers, Settlers Tums and Eno. In addition to a window or counter display unit, shelf wobblers and streamers carry the coplyne "We don't care when you don't". *Beecham Health Care, Beecham House, Great West Road, Brentford, Middlesex.*

THE TRIANGLE TRUST

The Triangle Trust 1949 fund is an independent charitable trust administered by a Board of Trustees. Its primary aim is the relief of hardship or distress in the case of people and their dependents employed or formerly employed in the pharmaceutical industry in Great Britain. Such relief may include assistance with educational expenses.

The Trustees will also consider on their merits any applications for assistance beyond the scope of an employer's responsibilities, concerning education or training at recognised centres of study for general or special subjects.

For additional information,
or to apply for assistance, write to:-

**The Secretary Dept CD
THE TRIANGLE TRUST 1949 FUND
Clarges House, 6-12 Clarges Street
London W1Y 8DH**

On the hairwaves

Braun are backing up their £1.2m Christmas television campaign for the Independent range with a new radio commercial.

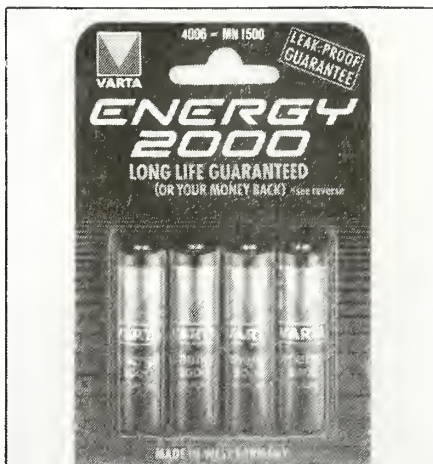
The musical advertisement has a festive theme and incorporates the "Anytime, anywhere, anyway" slogan. Specifically targeted at the younger woman (16-34 year olds) the 40-second commercial will be broadcast on London's Capital Radio between November 23 and December 23. *Braun Electric (UK) Ltd, Dolphin Estate, Windmill Road, Sunbury-on-Thames, Middlesex.*

Epilady ads

Oris Beauty Products are backing their Epilady electric depilatory with television advertising.

The campaign runs over the two weekends commencing November 20 and

27, on Channel 4. The 20 second advertisements run during prime time evening viewing. *Oris Beauty Products Ltd, Osem House, 102 Brantwood Road, London, N17 0DX.*



Varta are now offering consumers a long life money back guarantee on their Energy 2000 alkaline batteries. *Varta Ltd, 48 London Road, Staines, Middlesex TW18 4HQ.*

Power push

Ever Ready are spending £500,000 supporting their range of nickel-cadmium rechargeable batteries in the pre-Christmas period.

The campaign is based on a series of concise and simple statements in answer to the most common consumer queries about rechargeable batteries. It will appear in the Sunday supplements and general interest media in November and December. *Ever Ready Ltd, 93 Burleigh Gardens, Southgate, London N14 2EL.*

Just a tick

Micromark are introducing a range of battery powered quartz clocks which come in their own carrying carton.

The Bags of Time range consists of nine different styles designed for impulse purchase, with the carrying slot being used to peg-hang on a point-of-sale display stand. *Micromark, BDC House, 550 White Hart Lane, London N17 7RQ.*



"In business, having good contacts is half the battle.

Not just good sales leads. I mean good suppliers, too.

Take CPS, my contract packer. We'll discuss the job I have in mind, agree on a price, and if I

put the work their way all the problems are off my shoulders.

They just seem to roll their sleeves up and get on with it.

Using CPS frees me to tackle the other ninety seven panics going on with some chance of

efficient decision making.

You know, CPS are probably the most professional, punctual, hardworking supplier I deal with.

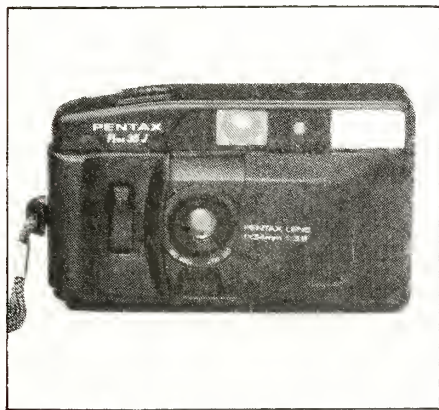
But they only seem to cross my mind when I'm enjoying a little free time at weekends."



**CONTRACT
PHARMACEUTICAL
SERVICES
LIMITED**

Contract Pharmaceutical Services are specialists in blister and strip packing of tablets and capsules, tablet and capsule counting, powder packing, liquid filling, product formulation and manufacture, all undertaken on premises licenced by The Department of Health and Social Security. For further information call Burton-on-Trent (0283) 221616.

Contract Pharmaceutical Services Limited, Swains Park Industrial Estate, Park Road, Overseal, Burton-on-Trent, Staffs.



New compact from Pentax

Pentax has added the Pino 35J (£39.95) to its range of compact cameras.

It has a close-up facility and built-in flash, and is both simple and easy to operate.

Activated by the flash unit, the close-up lens operates from 0.45m, and has its own built-in protector, and "shutter guard". For poor lighting conditions, the low level light indicator shows when to switch the flash on.

Weighing just over 5oz (without battery) it is powered by one 1.5v "AA" alkaline battery, and comes complete with a practical case and strap. *Pentax Ltd, Pentax House, South Hall Avenue, South Harrow, Middlesex HA2 0LT.*

Yorkshire in the frame

A recent YorkshireScan survey, conducted by Yorkshire Television, shows that 66 per cent of Yorkshire adults own a camera and that ownership of single lens reflex cameras has increased from 13 per cent in 1983 to 20 per cent in 1987.

Three quarters of people in the region would rather pay a little more for a camera that they know, rather than a less familiar cheaper one. This view was especially predominant among Nikon, Pentax, Minolta and Canon owners.

Ownership of disc cameras has increased in the region, particularly among 16-24 olds: almost one in ten camera owners now have one, compared with 2 per cent in 1983. Kodak is the most popular brand, chosen by a third of camera owners in the region. Kodaks are especially popular with women.

Some 13 per cent of camera owners bought their cameras within the last year and nearly a quarter paid more than £60 compared with 9 per cent in 1983.

According to the survey colour prints are the favourite form of film and Kodak is the most popular make — purchased by 57 per cent of camera owners in the region.

Chemist & Druggist 14 November 1987

However, Fuji has gained in popularity in the last few years, and Boots own label now accounts for 13 per cent of the market. Over half of film purchases are made through chemists, with Boots accounting for 31 per cent of sales. Specialist film processing shops are used by 26 per cent of camera owners while chemists account for 34 per cent, with Boots alone accounting for 18 per cent. Some 74 per cent feel that the quality of film is very important. Overall those households with children are more likely to use more films than average.

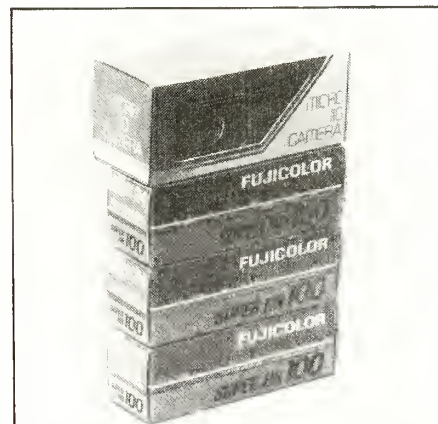
The research was carried out through two surveys conducted by Research Surveys of Great Britain using samples of 1,000 adults. The questions were incorporated into YTV's YorkshireScan scheme which surveys a different market each month and allows advertisers to contribute their own questions to the survey.

Fuji plus via David Anthony

Improved versions of Fuji's process paid colour reversal film are to be available early next year, says the company.

Fujichrome 50 RF and Fujichrome 100 RD are intended for general use, and the improved versions have been designed to bring out full gradation in brilliant highlights as well as deep shadows, say Fuji.

Sensitivity and colour balance have also been improved, says the company. Distributed by *David Anthony Pharmaceuticals Ltd, Spindus Road, Speke, Liverpool L24 1YA.*



Sangers Wholesale are going for the Christmas gift market with a multi-pack of a 110 micro camera and three Fujicolor Super HR100 110-24 films (£5.99). *Sangers Wholesale Ltd, Priory House, Pitsfield Street, Birmingham B18 6LX.*



Twin-pack offers sushi or snails

Fuji Film are running a consumer competition and a free gift promotion for Christmas.

Christmas twin packs of Fujicolor Super HR Film offer the chance to win a trip to Japan for two, and weekends-for-two in Paris. On the back of each pack are competition details and an entry form. The top winner and a guest will enjoy a seven day all-expenses-paid holiday in Japan, and two runners-up will spend an all-expenses-paid luxury weekend, for themselves and a partner, in Paris.

Fuji's reversal film promotion for Christmas takes the form of a specially-priced triple-pack of process-paid Fujichrome RD135-36 exposure film which includes a redemption voucher for a free Fuji E180 video tape. *Fujimex, Hanimex House, Dorcan, Swindon SN3 5HW.*

Go shopping at Harrods on Kodak

Kodak are giving retail pharmacists a chance to win an expenses paid weekend for two in London plus a £1,000 Harrods voucher.

The prize includes return travel to London, two nights in a luxury hotel, tickets for the theatre and a chauffeur-driven limousine to Harrods. The promotion is linked to Kodak's range of batteries — pharmacists have to answer three questions on the range (see back cover) and send their entry to *R. Shepherd, Ultra Technologies, Kodak Ltd, PO Box 66, Station Road, Hemel Hempstead, Herts HP1 1JU.*



Soothing relief
from toothache
Medised™

Soothing relief
from headache
Medised™

Soothing relief
from sore throat
Medised™

Soothing relief
from feverish
colds and flu
Medised™

- Gently reduces temperature
- Paracetamol plus Promethazine
- For children from 3 months old



panpharma

Panpharma Ltd
Hayes Gate House
27 Uxbridge Road, Hayes
Middlesex UB4 0JN
Tel: 01-561 8774

COUNTERPOINTS

Here comes the sun!

Ciba Geigy have announced their marketing plans for the Piz Buin sun preps range, to include three new products, consumer advertising and PR.

New products for next year will include an SPF12 lotion (£5.79), an allergy lotion (also SPF12, price not yet available) and an after-sun anti-wrinkle cream (75ml, £5.25). Brand manager Aileen Cloonan says the new launches are in line with consumer demand for increased skin care both in the sun and after it. The company say that the allergy lotion is unique in the market, despite the fact that there are 20 known sun allergies, and one third of the UK population suffer from allergic reactions to UV light.

The range will be backed by a women's Press campaign running from May to September, plus promotions, point of sale, and a PR campaign. *Ciba Consumer Pharmaceuticals, Wimblesbury Road, Horsham West Sussex.*

Tum trimmer from Sigma

Sigma Pharmaceuticals are introducing the Stomach Eliminator, available to pharmacies only.

The product (£8.99) will trim and strengthen the stomach, hips, thighs, arms, legs and back with a regular 10 minutes each day work-out, says the company. It weighs less than 2lbs and can be readily packed in an overnight bag, say Sigma.

Also available in the range is a Stomach Eliminator travel gym (£19.99) and inflatable portable gym mat (£4.99). *Sigma Pharmaceuticals plc, PO Box 233, Watford WD2 4PJ, Hertfordshire.*

Levin scent

Alberto-Culver's 4711 cologne features in a television programme hosted by Bernard Levin this week.

The programme, to be shown on Channel 4 on November 14, is part of a series in which Mr Levin charts his travels down the length of the Rhine river. *En route* he visits Cologne, and discovers the history of the fragrance and the origins of the 4711 number, and looks at how the product is made. *Alberto-Culver Company, Houndsmill Industrial Estate, Telford Road, Basingstoke, Hants.*



Flash lashes

Elizabeth Arden are introducing a new mascara to their cosmetic range.

Proven Performance mascara (£8.50) is fragrance-free and suitable for sensitive eyes and contact lens wearers, say Arden. Presented in a gold metal case, it comes in five colours: black, black/brown, navy, blue and violet. *Elizabeth Arden Ltd, 13 Hanover Square, London W1R 0PA.*

ON TV NEXT WEEK



GTV Grampian B Border C Central CTV Channel Islands LWT London Weekend C4 Channel 4	U Ulster G Granada A Anglia TSW South West TTV Thames Television Bt TV-am	STV Scotland (central) Y Yorkshire HTV Wales & West TVS South TT Tyne Tees
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Actifed:	All areas
Askit powders:	GTV, STV
Beecham honey and lemon	
and hot lemon:	All areas
Benylin:	All areas
Bic razor	Bt
Braun D3 electric toothbrush:	All areas
Braun Linear, 2000 & 3000 razors:	All areas
Deep Fresh:	Y
Durex:	C, A, TVS, LWT, TTV
Fiesta kitchen towels:	All areas
Hills Balsam:	G, Y, TT
Intrigue perfume:	All areas
Karvol:	All areas
Lem-sip:	All areas
Lipcote:	TT
Micromark torches:	All areas
Nurofen:	All areas
Pseudouce babyslips:	Bt
Philips ladyshave:	All areas
Phillips Softone collection:	STV, C, LWT, TTV
Philishave Tracer:	All areas
Philishave Triplehead:	All areas
Sanatogen:	All areas
Settlers Tums:	All areas
Strepsils:	All areas
Triogesic:	Bt

B.G. Grace International manufacturers of the Secrets range of perfume pens have appointed Alternative Designer Fragrances Ltd (A.D.F.) as sole UK distributors. *ADF Ltd, Richmond Bridge*

Chemist & Druggist 14 November 1987



**SEVEN
SEAS**

THEY'LL FLOURISH NOW
THEY'RE IN OUR NURSERY



We've bought the sole rights to Minadex and sugar-free Adexolin the leading vitamin and mineral preparations for children.

Their position in the market place is now being reinforced by our expertise as the vitamin and supplement specialists. Which means their sales will mushroom.

- Immediate promotion at the two crucial national health care conference and exhibitions this autumn.
- Heavyweight colour advertising campaign in the parental and health visitors' press during the winter sales period.
- Substantial PR campaign in both parental and para-medical press.
- Excellent profit opportunity for you.

If you want your sales to flourish this winter, follow our example and buy in Minadex and Adexolin, childrens' vitamin supplements. See your Seven Seas representative for more details.

— **SEVEN SEAS. THE HOME OF BRITAIN'S FAVOURITE SUPPLEMENTS** —

NEW PRODUCT NAPP CONSUMER PRODUCTS BRING YOU THE OPPORTUNITY OF EXTRA BUSINESS IN THE PHARMACY. RESEARCH SHOWS THAT 52% OF COLD SORE SUFFERERS STILL USE NO PROPER FORM OF TREATMENT. UNTIL NOW.



Brush Off

COLD SORE TREATMENT

brings you extra pharmacy business

- Clinically effective in reducing the severity and length of attacks
- All the virucidal and bactericidal activity of povidone-iodine
- Alcohol formulation helps dry up lesions and hastens healing
- Handy pack with easy-to-use applicator brush
- Eye-catching counter display units
- Promotional support in selected magazines and newspapers
- Bonus offer available now from your local Napp Consumer Products Representative

BRUSH OFF contains the MUNDIDONE® brand of povidone-iodine, as used in the BETADINE® range of germicides. ® BETADINE and MUNDIDONE are registered trade marks. ® BRUSH OFF is a trade mark © Napp Laboratories Ltd 1987

Further information is available from ☎ Consumer Products Division, Napp Laboratories Ltd, The Science Park, Cambridge, CB4 4GW. Member of Napp Pharmaceutical Group



NAPP

Consumer Products



Tropicana goes skiing

Thomas Christy are introducing a new merchandiser for the Tropicana range, which features selected products designed to appeal directly to skiers and winter holiday makers.

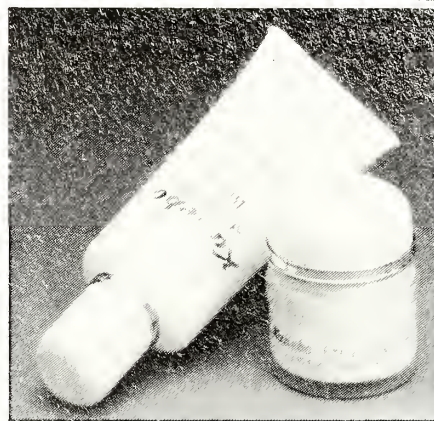
The new unit, which will be available from January, sports a new backcard depicting a skiing and beach scene and holds six of the most popular items from the Tropicana range which Christy believe

are "winter-sun essentials"; tanning milk SPF 3 (£2.89); tanning lotion SPF 5 (£2.89); sun block cream SPF 15 (£2.89); high protection stick SPF 12 (£1.09) and after sun lotion (£2.89). *Thomas Christy Ltd, Christy Estate, North Lane, Aldershot, Hants GU12 4QP.*

Radox goes for wicked ladies

Nicholas Laboratories are supporting the Radox moisturising collection with a Press campaign in women's monthly magazines over the Christmas period.

The campaign, which follows the "wicked lady" theme, adapted from television advertisement, is worth £140,000. Full page colour advertisements will appear during November and December in *True Story, True Romances, Woman's Story, Family Circle, Good Housekeeping, Woman and Home, Woman's Weekly, Woman's Realm, Readers Digest, and Sunday Magazine.* *Nicholas Laboratories, 225 Bath Road, Slough, Berks.*



Bio-technology for skin

Kanebo Cosmetics are introducing two new products to complete the Exclusive Bio skincare line.

Bio Cream Concentrate (30g £39) is formulated to provide day and night care for sensitive and mainly dry skin. Bio Self Timing mask (75g £19) is a transparent peel-off mask with individual reaction time, that should be well tolerated by dry and sensitive skin. It should be used once or twice weekly, mornings or evenings, say Kanebo, Kanebo Division of OBL Manufacturing Ltd, Bone Lane, Newbury, Berks RG 14 5TD.

**DEC.1ST.
THE STAR & THE TIMES
WILL HAVE ONE PART
OF THE ANATOMY
IN COMMON.**



On Dec.1st, watch out for the biggest ever press campaign for a proprietary cold brand. ⑤



Triple re-pack for Durex

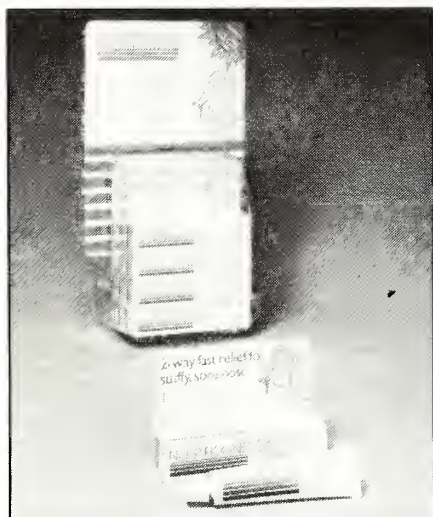
Along with the repackaging of Durex Gossamer (C&D last week) Nu-form extra safe and Featherlite brands are also being repackaged and relaunched.

Consumer research, say LRC Products, highlighted the need to update the identities of their three best known brands in the light of the appearance of AIDS and widening interest in condoms.

Nu-form extra safe is the most frequently recommended brand in family planning clinics, say LRC. The new packs are designed to reinforce this image.

Durex Featherlite has been re-styled to appeal to younger men.

The company says the moves will retain the brand's "traditional quality image" and fit in to today's market. *LRC Products Ltd, North Circular Road, London E4 8QA.*



Nostoline nasal decongestant has been given a facelift for Winter. The new pack maintains the silver and green livery and introduces a fifth panel, to demonstrate the product's dual action. A new one dozen security counter display is also available. The product will be supported by Press advertising during the Winter months, in national daily and Sunday newspapers, with a spend of £50,000. *Combe International Ltd, AMP House, Dingwall Road, Croydon, Surrey CR9 2AU.*

Merrell Dow go for the throat

Merrell Dow are following up their Summer sore throats display competition with a Winter merchandising campaign for Merocets.

To accompany the campaign they have made available a full set of Merocets merchandising material that includes a merchandising unit, shelf strips and



Merocets window/door stickers.

During the Summer the company commissioned A.C. Nielsen to determine the value of display at individual pharmacy level. In a sample of over 400 shops, the research showed that when Merocets were displayed sales rose by 85 per cent, even during the Summer months not characteristically associated with sore throats. *Merrell Dow Pharmaceuticals, Stana Place, Fairfield Avenue, Staines, Middlesex TW18 4SX.*

Lem-sip launches into Winter

Reckitt & Colman are backing Lemsip with a £1.6m national television campaign this Winter.

The campaign features a new commercial, emphasising the product's pharmaceutical ingredients and comforting qualities. There will be two versions of the ad: one 30-second commercial, and one 10-second 'prompter'.

The advertisements run until February. *Reckitt & Colman Products Ltd, Pharmaceutical Division, Dansom Lane, Hull HU8 8DD.*



Effico gets a Press push

Effico tonic is currently featured in a Press advertising campaign which continues until the middle of March.

With a spend of £80,000, the campaign takes the form of black and white advertisements in national dailies and Sundays. Distributors: *Chemist Brokers Ltd, 3 Copsem Lane, Esher, Surrey.*

Make a date with Andrews

Sterling Health are backing Andrews Liver Salts with a £750,000 advertising campaign, a consumer promotion and new POS.

Television commercials will back the product from November 30 to January 1, in all areas except Anglia, HTV, Thames and Scotland. In Thames and Scotland new poster and radio campaigns will run from November 30 to January 10 (radio) and 3 (posters).

And the company are offering a calendar for £2, with seven illustrations on the "When you're feeling off-colour, take Andrews' theme." The promotion will be backed by POS material, including a shelf edger and a display tray. *Sterling Health, 1 Onslow Street, Guildford, Surrey GU1 4YS.*





Betty catches 'em young

To coincide with the revival of the Betty Boop cartoon character, Richards & Appleby have introduced a new range of toiletries aimed at teen and pre-teen age groups.

The gift sets include a boxed after-shower beauty pack (£3.49) containing a cleansing lotion (200ml) and a

moisturising lotion (200ml). The bright blue and red design of the box and labels have been aimed to appeal to young girls possibly using this type of product for the first time.

The other gift pack (£3.99) is a sponge bag containing skin toner (200ml), facial scrub (100ml), two pleat-wrapped soaps and a soft white facial flannel. *Richards & Appleby Ltd, Gerrard Place, Skelmersdale, Lancs WN8 9SF.*

Nouvelle idea

Fort Sterling are launching a television campaign for their Nouvelle kitchen towel.

Advertisements will run initially in Lancashire and Yorkshire, to be followed by other regions before going national early in 1988 in a campaign designed to reach 75 per cent of all homes.

Two Christmas designs have been introduced and the company say major product developments are planned over the coming year. *Fort Sterling Ltd, Mansell Way, Horwich, Bolton BL6 6JL.*

Feminine touch backs Brut

Faberge are backing Brut for Christmas, with television and poster advertising, plus new POS featuring the "Brut girl".

The television campaign, running nationally from the end of November until Christmas Eve, repeats this Summer's "Makes me feel like a new man" theme, while the posters and POS feature the Brut girl in "sexy Santa gear" with the copyline "The ideal stocking filler". Posters will be sited in key traffic areas, and the campaign breaks at the end of this month.

POS echoes the poster theme, and includes shelf strips and wobblers, show cards, and a Christmas tree unit for the gift sets. *Faberge Inc, Amberley Place, King Edward Court, Windsor SL4 1TN.*

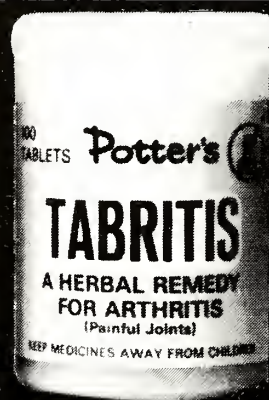
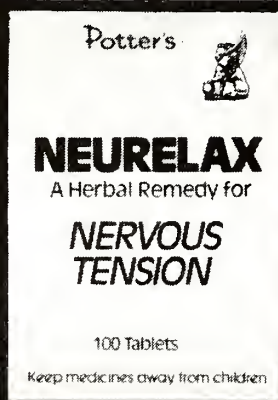
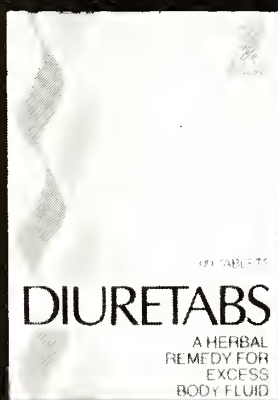
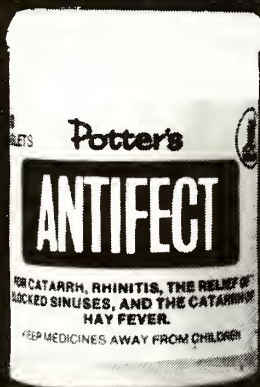
Scholl are offering 10p off Fresh Step and Air Pillo insoles from January while stocks last. *Scholl (UK) Ltd, 182 St John Street, London EC1P 1DH.*

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*SOURCE SDC

New ideas for pharmacy's future from the YPG

A two-tier prescription system with different supervisory requirements for each, would free pharmacists to take on an expanded healthcare role, says the Young Pharmacists' Group. And the abolition of the GSL with the introduction of a "Pharmacists' Formulary" category of medicines, would improve patient service.

Changes in the requirements for supervision should not be considered as a relaxation of supervision, but as an enhanced exercise of professional responsibility, YPG secretary Rob Carroll told the second annual conference at the Pharmaceutical Society last weekend.

But a prerequisite of any changes must be the employment of staff trained to a minimum standard approved by the Society, he said in his introduction to YPG working party report on community pharmacy.

The two-tier script system proposed by the YPG calls for definition of "primary" and "secondary" scripts. Primary scripts must be dispensed under the supervision of the pharmacist and should not be handed out if he/she is not present. They include those for Controlled Drugs and all prescriptions presented for the first time.

Secondary scripts do not require the involvement or presence of a pharmacist either during dispensing or before the item is handed out, said Rob Carroll. They include scripts for dressings and appliances and those for P medicines. These can be supplied by trained staff — one dispensing and one checking — and records should be kept and checked by the pharmacist within 24 hours. Should the patient require additional information or counselling, the medicine can be given out provided the pharmacist contacts the patient within 24 hours. During the dispensing of these scripts the pharmacist must be contactable at all times if he is absent on professional duties, said Mr Carroll. These procedures should be carried out in accordance with PSGB guidelines and not left to the discretion of the individual pharmacist, he added.

The YPG working party proposed a flexible system for repeat scripts with patients holding repeat cards issued by their GPs. In the absence of a valid repeat card or appropriate records, then a script is automatically designated primary, said Rob Carroll. However, under certain conditions it should be possible for repeat scripts to be dispensed without a pharmacist's involvement. The repeat card must be identical in every way to the

patient's record card and not have been amended in any way and the pharmacist should be contactable at all times during the dispensing, said Mr Carroll.

The YPG also wants to see medicines available only through pharmacies (*C&D*, October 24, p816). The POM category would be retained but a new "Pharmacists' Formulary" (PFM) would include medicines which had not been advertised to the public and which were available only under the direct recommendation of pharmacists. A written record should be kept of these supplies. Mr Carroll said it would be the responsibility of the PSGB to draw up the PFM. It should include medicines to treat minor ailments, and incorporate some POMs such as chloramphenicol eye drops. It would also include more "potent" P medicines such as Phensedyl, codeine linctus and loperamide.

All those medicines outside POM and PFM, would be categorised as P medicines, and could be supplied by trained staff if the pharmacist was contactable, said Mr Carroll. Any criticism of a "monopoly" would be offset by the benefits of drugs supplied by trained staff, he added.

Janssen Pharmacy Division sales manager, **David Mitchell**, agreed there should be more deregulation, but said that products such as loperamide, which had been available without problems for many years



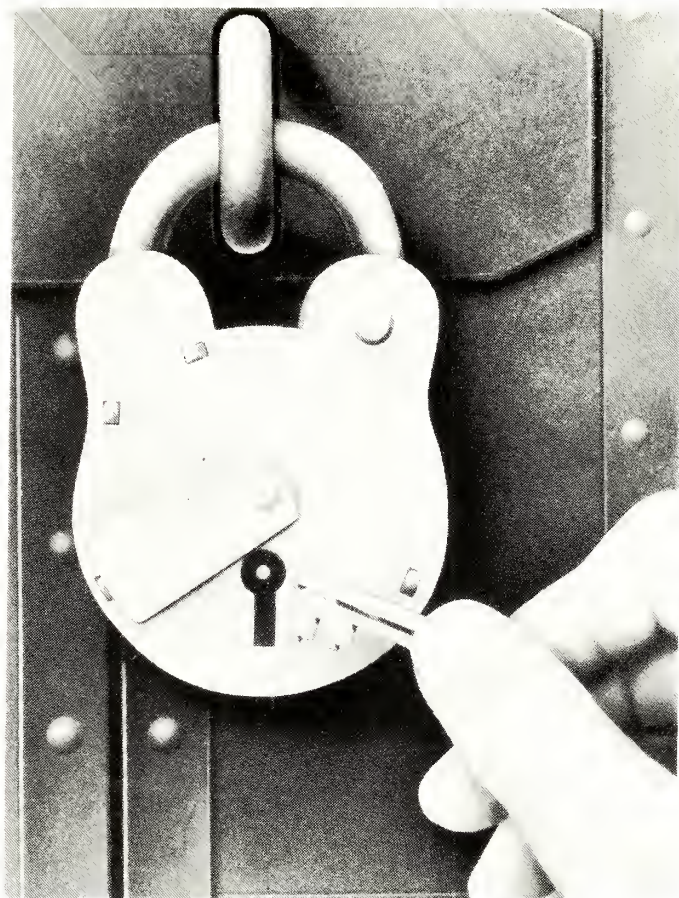
YPG secretary Rob Carroll presenting the community pharmacy report

should not have limited availability as PFM's. **Ashwin Tanna** (Council member) argued that abolition of GSL was "questionable". "You will have to persuade Ministers and Council that it is in the public interest — I haven't heard anything to convince me of that".

Alison Morley (Aston University) said that the withdrawal of paediatric aspirin was an illustration of the risks that some GSL medicines could present, but the most serious injuries and some deaths resulted from the incorrect use of P medicines. **Felicity Cox** (community pharmacist) criticised the YPG's recommendation that PFM's should not be advertised. **Fin McCaul** (community pharmacist) agreed and said there were spin-offs for pharmacy too. "Look at what OTC hydrocortisone has done for pharmacy; it has created massive awareness of the pharmacist," he said. **Alison Green** (community pharmacist) asked if the two-tier system would mean that some scripts are never seen by a pharmacist. **Mr Stan Wheatley** (immediate past president of the Joint Boots Pharmacists' Association) congratulated the YPG on its "excellent" discussion document and the novel ideas put forward. The working party will now incorporate Conference comments in a final draft.



"Question Time" panel; l to r John Skelton (Editor, *C&D*), David Sharpe (PSNC chairman), Alison Morley (panel chairman), Anne Lewis (DPhO, Chester and Holston), Dr Richard Taylor (Aston University)



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Nuffield now 'blurred'?

If legislation is necessary to implement any of the Nuffield recommendations, then it is unlikely to happen before 1989, says Pharmaceutical Services Negotiating Committee chairman, David Sharpe.

It will be longer rather than sooner, he told the YPG Conference during its "Pharmacy Question Time". Mr Sharpe was responding to a question from the floor suggesting that as time passed the Nuffield recommendations were becoming "blurred" and less of a priority to the profession. Mr Sharpe said that for something as important as the report, consultation and discussion could not be hurried. Fellow panel member Ann Lewis (Council member and DPhO, reminded the Conference that Nuffield was really for the 1990s and onwards.

Dr Richard Taylor (Aston University, fellow, Pharmacy Practice Research Unit) said that some of Nuffield was already being implemented in schools of pharmacy with more emphasis on communication skills. John Skelton (Editor, *C&D*) urged pharmacists to participate more in Branch discussion. YPG members should act on those parts of Nuffield that did not require legislation, he said.

Jon Cohen (community pharmacist) asked the panel members if they thought there should be a limit on the number of scripts dispensed each day or month by a pharmacist. David Sharpe said it was impossible to pull a figure out of the air and that the individual pharmacist, his shop and staff must all be taken into consideration. Other panel members agreed with his statement.

The panel was asked for comments on the YPG's working party report on community pharmacy. John Skelton said that if it were left up to an individual pharmacist to decide how and when to relax supervision in his pharmacy then it would be the most "dangerous" thing to come out of Nuffield. He supported the idea of a Pharmacists' Formulary (PFM).

David Sharpe said there was no point in introducing another category of medicines as it would confuse the public. "We have a monopoly on P medicines and we want that as big as possible. There is no point in diluting it further", he said. The GSL would never be abolished, he added, and the YPG should look for more deregulation instead.

Dr Richard Taylor supported the idea of a PFM — "as long as the GSL is retained".

Pharmaceutical advertising of services scrutinised

The problem of the advertising in pharmacies of pharmaceutical services provided under the Health Services has been discussed by the Pharmaceutical Society of Northern Ireland Council.

Several problems which had arisen from the use of the word "prescriptions" in advertisements were discussed at the October meeting.

On the motion of Mr O'Rourke, seconded by Mr R. Halliday, the following applications for registration as preregistration tutors were approved:

James Lord, 8 Dunlace Street, Portrush.

John Kirk, 125 Newtownwards Road, Belfast.

Alphonsus Murphy, Antrim Road, Belfast.

Messrs Goldblatt and Messrs Cleaver, Fulton and Rankin were reappointed as auditors and solicitors respectively for the coming year.

The secretary, Mr Derek Lawson advised the meeting that three vacancies for pharmaceutical chemist representatives on Council existed. Seven pharmacists had indicated their willingness to serve, if elected.

Mr Lawson circulated voting papers to those members present. From the resulting ballot Dr William Woodside, FPS, Dr Terence A. Maguire and Mr Terence G. Hannawin were co-opted to Council for a period of three years.

A party from Northern Ireland attended the 1987 Irish Pharmaceutical Congress at Rosslare Harbour. Those Council members who attended gave glowing reports of the excellence of the professional and social programme which had been arranged.

On the motion of Mr McMullan, seconded by Mr Galbraith, an application for reciprocal registration by Miss Fauzia Asma Akhtar was approved.

On the motion of Miss Watson seconded by Mrs Watson the following applications for registration as students were granted: Martin Brendan McDowell, 75 Comber Road, Dundonald BT16 0AQ and Claire Marie Murray, "Oaklands", Chichester Park, Antrim Road, Belfast BT15 SDR.



Retiring president Robert Clarke installs Mr Joshua Kerr, FPSNI, as president at the October Council meeting. Mr Kerr, who is a Belfast proprietor pharmacist, registered in 1950. He served as president in 1969-70. He is the NI representative on the UK Joint EEC Delegation and was for many years the European representative on the Commonwealth Pharmaceutical Association



The outgoing president, Mr Robert Clarke, presenting a gift to Mr G.E. McIlhagger, FPS, on behalf of the members of Council as a token of their esteem to mark his 34 years of service. Mr McIlhagger had served as vice-president, president and honorary treasurer

PSNI Fellows

PSNI Fellows. The secretary wishes to remind members (*C&D*, October 24, p816) to send in their nominations for PSNI

fellowships. Names of candidates, duly proposed and seconded, and supported by written evidence should reach Derek Lawson, 73 University Street, Belfast BT7 1HL, by November 30.

Cosifits

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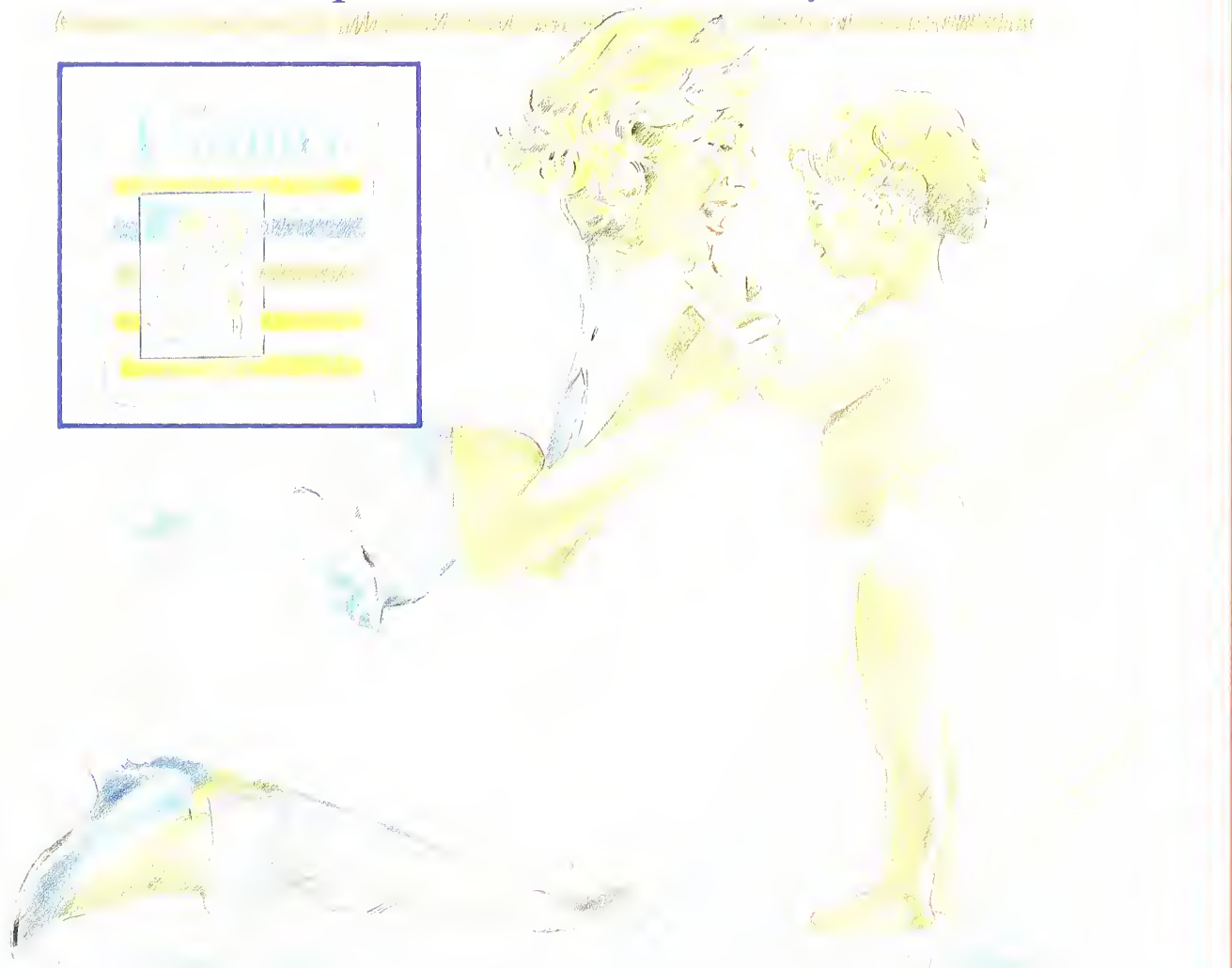
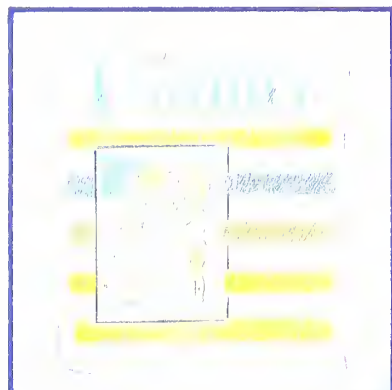
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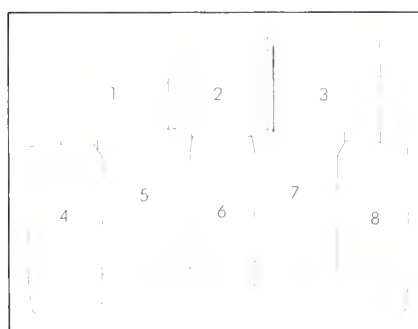


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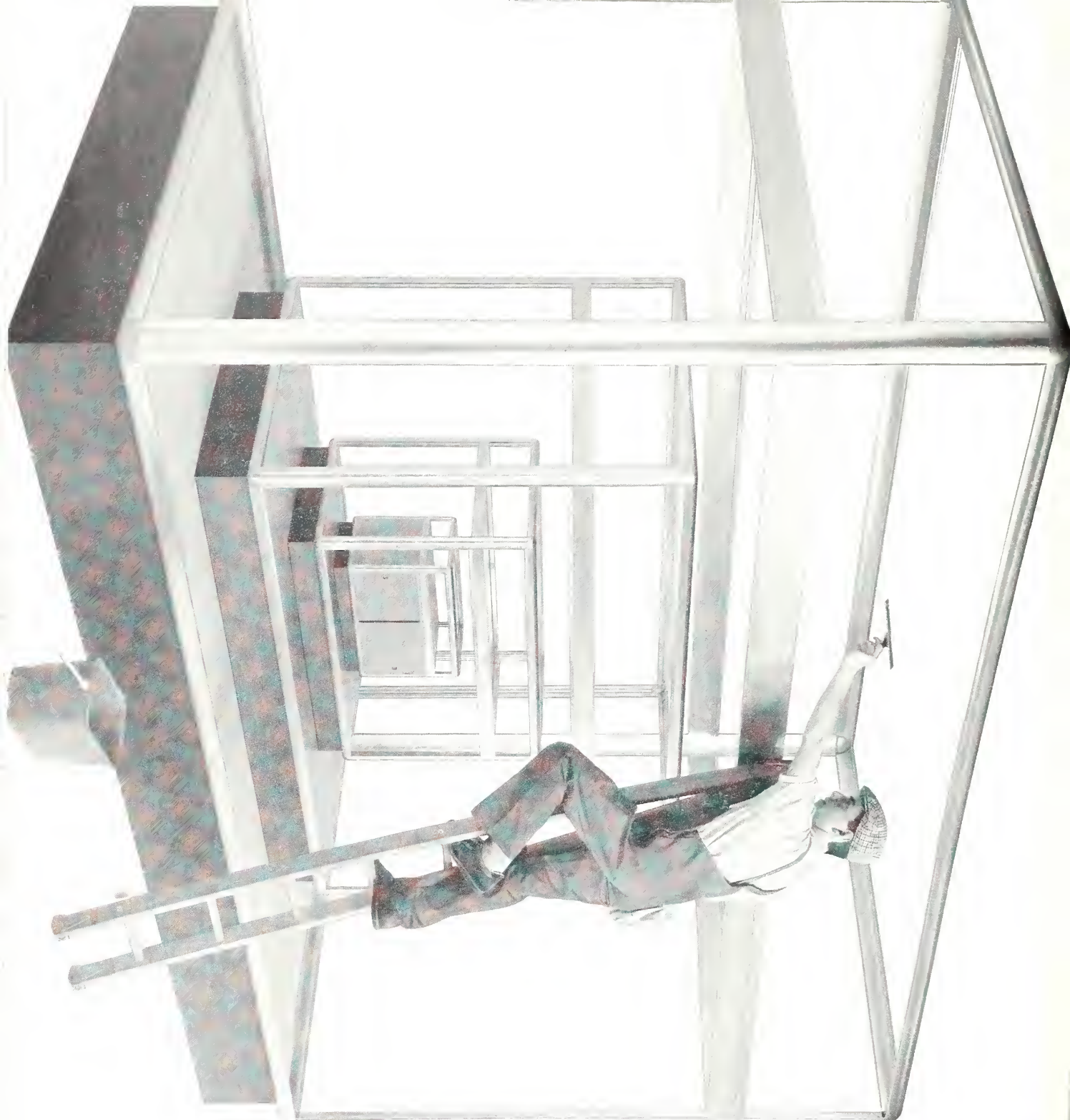
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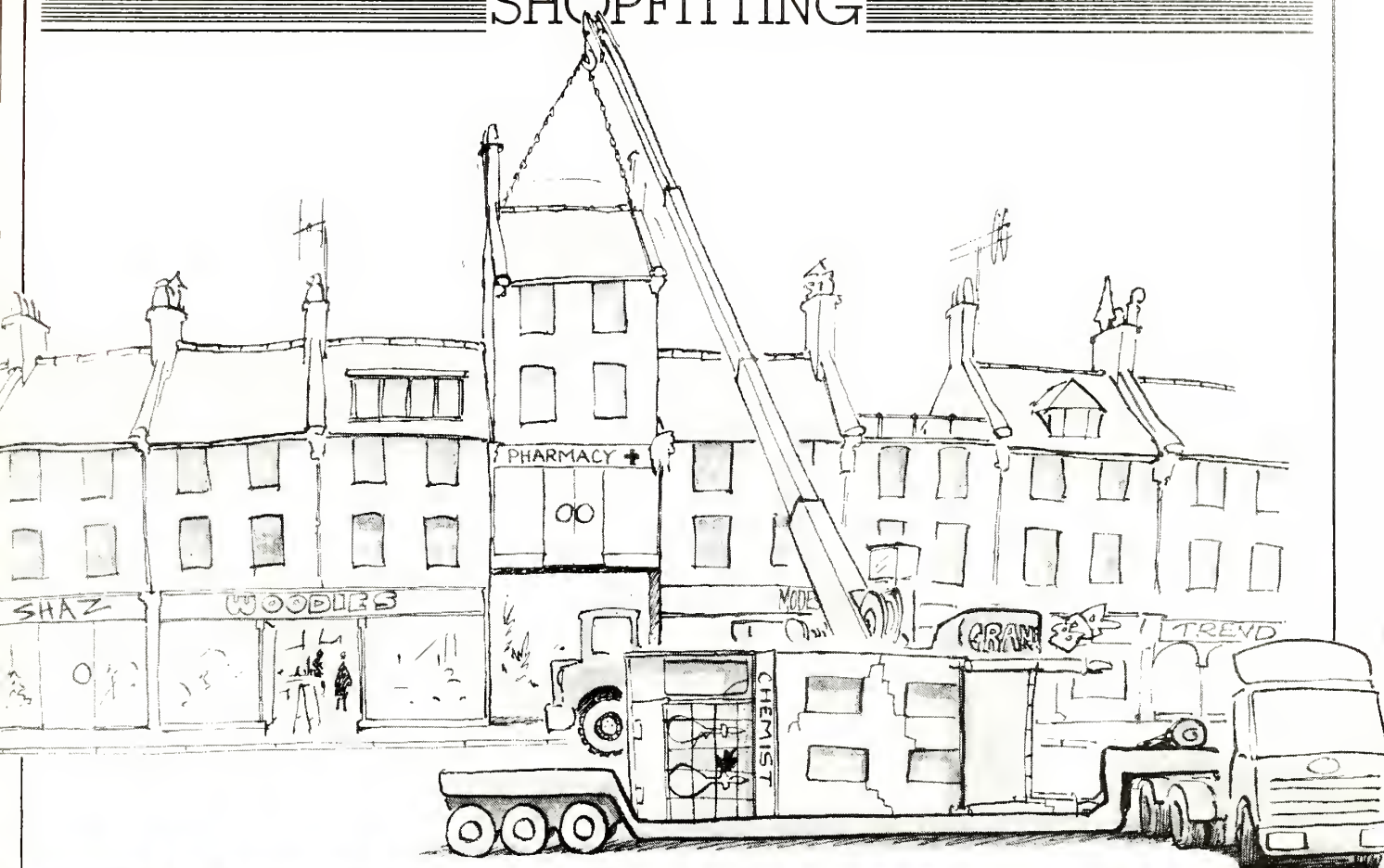
Position _____

Company _____

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Tel. _____





FITTING IN

Fitting in to a High Street pharmacy means fitting out the store with careful consideration of everything from secure doors to nicely dressed windows, the lighting to the dispensary, counters to carpet.

"At long last manufacturers are realising the chemist has his own special requirements," says NPA consultant Ray Todd. "Until this realisation the chemist has been the Cinderella of shopfitting."

But at the same time Mr Todd is keen to stress that the pharmacist also has to know what his particular needs are. "We find pharmacists very weak on the overall planning strategy of their business. If things are changed round it's often *just* for a change. If supermarket shelves are on offer — they'll be made to do," says Mr Todd.

What NPA shopfitters aspire to is a pharmacy that provides the ethical side, the dispensary and consultation area; but at the same time capitalises on the necessary browsing time a customer has in a chemist — and that means products shown in the right place and the right way.

"There has been a general reluctance to take up the Nuffield Report's recommendations over consultation areas.

Pharmacies are often the Cinderella of the High Street when it comes to shopfitting. Frequently the chemist has to be satisfied with wearing its ugly sisters' cast-offs... clothes that don't fit or don't suit. That's the belief of National Pharmaceutical Association shopfitting consultant Ray Todd who stresses the importance of fitting into the pharmacy image and a shop's own particular surroundings.

But there is a growing awareness and it's something I see changing in the next stages of redevelopment," says Mr Todd, who is a great believer in the open dispensary and sees pharmacies in the future emphasising their ethical image to compete successfully.

"What we don't like to see is a shut room, rather somewhere discreet, but open, near the dispensary. After all, the customers don't want to be whisked away into the unknown."

Security of those drugs dispensed is something that is best tackled in the original shopfit, says Mr Todd. But with the increase in drug theft from chemists, pharmacists should make sure they have secure doors, good alarm systems and CD cabinets which are fixed securely to outside walls, he says. The biggest problem for most chemists, however, is still shoplifting, says Mr Todd.

"To secure goods against this they should be arranged so that there are no blind spots in the store. Expensive items are best behind glass and the more attractive merchandise near the dispensary," he says. "A bottle of bleach by the door is less likely to be picked up than a bottle of perfume!"

Good arrangement of merchandise works right down the line. "While I have certain theoretical rules about positioning stock, I'm aware that every shop is different," says Mr Todd. "A recent shop I visited had, theoretically, baby care products in the wrong place. But the pharmacist pointed out that they were positioned so mothers buying baby products could keep an eye on the prams parked outside. Anywhere else, that wouldn't have been possible.

"For that particular shop it was dead right," says Mr Todd, supporting his point

SHOPFITTING

that a pharmacist should know local needs when planning his shop.

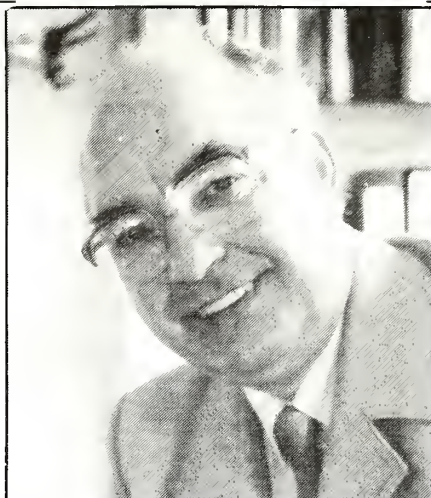
While recognising that shopfitters are now meeting some requirements of High Street chemists, Mr Todd still sees a need for shelving and fittings which are more compatible to chemists' merchandise.

For example, in the male products section, the use of metal peg board cassette panels between shelves now allows for pre-packs of razors and blades to be positioned immediately underneath or over the shaving creams and after-shaves which would be displayed on standard shelves. The presentation of related products is essential for impulse purchases, says Mr Todd.

The use of manufacturers stands can create problems as in some cases the stands themselves take up more space than the products can justify in terms of turnover, adds Mr Todd.

In the dispensary he is aware that the introduction of OPD will mean extra shelf space requirements and says the careful use of high density stock control drawer systems will influence future dispensary layouts.

According to Mr Todd, a customer is



Ray Todd

more likely to purchase if the mood and setting is right. "No one is going to buy a £20 bottle of perfume or a £40 electrical item if they are lined up in sixes on a cheap shelf," he says. "It needs to have an exclusive look about it, backed by the right lighting and floorcovering."

And the products inside need to be highlighted by a good window display, adds Mr Todd. "Some pharmacists seem to pile a sample of everything into the window. It should be a simple, planned promotion that's attractive enough to draw customers

in. And they should see what they are being drawn into. The pharmacist should be on view even from outside," he says.

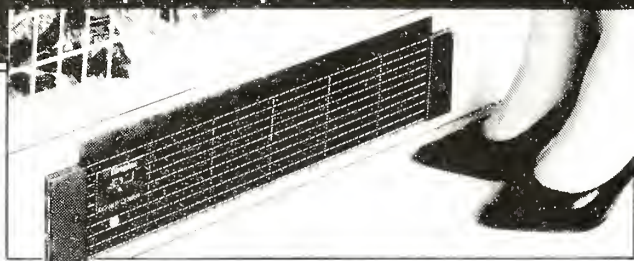
Not surprisingly, perhaps, the NPA recommends pharmacists come to them to get advice such as this applied to their own store. That pharmacist, however, can be sure the shopfitters he is recommended provide for the specialist needs of a chemist, charge the same prices nationwide and will do the whole job. These are some of the specifications the NPA demands.

"I feel there's a misconception about this department," says Mr Todd. "We don't just go in with shopfitters, spend money and change things around. We spend money, but we save it too."

"Our main role is to provide an impartial feasibility study to analyse the best utilisation of space," says Mr Todd. "We look at how much money a client has to play with and then how he can make the best use of it. We look at the shop's potential, consider how existing fittings can be re-used. We like to see the pharmacist get returns on his investment. At the same time we underline current thinking on consultation areas, legal

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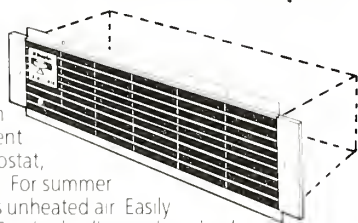
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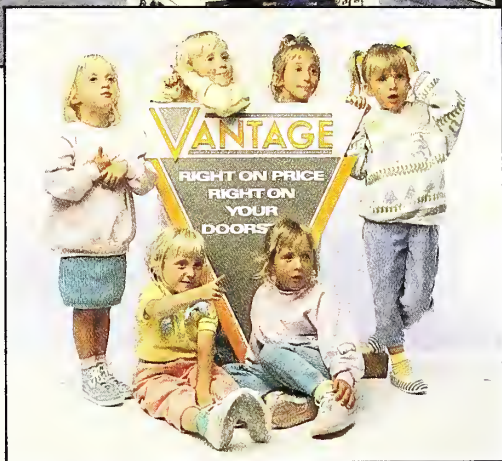
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Continued from p996

obligations about security etc."

This initial consultation comes at a "modest fee", depending on the service required. Then the NPA briefs the pharmacist about its plans and recommends companies to carry them out. "Fees we charge at this stage are recovered by a reduction in the contractor's bill because of the groundwork we have put in," says Mr Todd.

But to those who think it all sounds too much like the claims of a fairy godmother, Mr Todd stresses their bottom line is to be realistic. "It's important to keep up with the times without trying to overtake them. There's no point making the shop so upmarket no one will go in. That's not fitting in."

"But pharmacists should be aware other shops are always improving. And their colleagues who have taken to franchising



Security at your side: Volumatic's portable alarm

have been given a facelift. Those who want to remain independent have also got to remain in line with the competition."

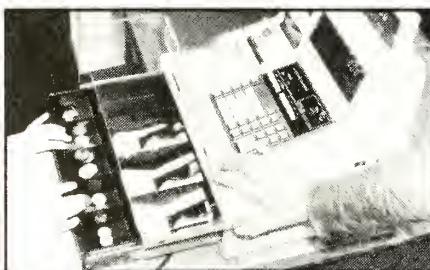
Secure your safety

With in-store theft on the increase and offences against property reported to the police last year rising to 3.8 million, Volumatic have introduced several products to guard against crime. Attackalarm MkII is a portable distress alarm which can be strapped to garments and when activated emits a 100 decibel, two-tone electronic alarm. It will continue to sound even if dropped, says the company.

They have also launched a simulated video surveillance camera. Costing £62.45 it is fitted with a light to look "live" and comes in a installation package. Another point of concern is the transfer of cash. Volumatic have a checklist of 50 points to bear in mind, available free on request. It covers matters like training staff, security of surplus notes (they provide a counter cache to lock under the counter), cash register protection (for example using the Protectatill) and transfer of cash (advising not to use the same route or time each day).

Annan security urge chemists to protect property in areas where it is most vulnerable: replacing dodgy doors with metal frames; fitting automatic lights but making sure they are out of reach; fitting window grilles in bathrooms and on skylights. *Volumatic Ltd, Taurus House, Endemere Road, Coventry CV6 5PY. Annan Security Engineering Ltd, 1-7 Prospect Way, Dock Road Industrial Estate, Chatteris, Cambs PE16 6TZ.*

Protectatill — a deterrent to till snatches



What's in store?

A new concept in shopfitting supply opened in London last month: the Embaldecor superstore.

"The advantage of a cash and carry outlet like this (a mail order service via catalogue is available) is single source availability and competitive prices," managing director Godfrey Chasmer told C&D. "Especially with relatively low purchase volumes we can avoid cost penalties. We feel we are filling a long awaited gap in the retail market."

While the 12,500 sq ft site contains much more than the chemist could ever want — from mannequins to music centres — it does offer a range of shelving and lights, price marking items (from £30), cash registers (from £145), refrigerators (from £245), security items (from dummy cameras at £39.50 to observation systems at £325), plus things like stationery and decorations.

The catalogue is now in print offering a by-phone order service and free delivery depending on the size of that order. The store itself is located on *Green Lanes, London N4 at Harringay's Arena Estate.*

Look here

The new SDEA directory of shopfittings and display equipment is worth looking at to discover what is on offer where and from which company. It gives an alphabetical index, colour display and guides to which companies provide which products and services and what are their specialist trades. It also outlines services available from the Association. Copies at £5 are available from the SDEA at 24 Croydon Road, Caterham, Surrey CR3 6YR.

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SHOPFITTING



This store, Howdens of Southend, recently converted their two stores into one, and incorporated new sections devoted to hypoallergenic cosmetics and alternative medicines. It was carried out by Apeils Ltd who are importers of the Austrian system Umdasch. *Apeils Ltd, Unit F, Datrold Industrial Estate, Dallow Road, Luton.*

A new pharmacy in Kettering fitted out with Shopkit shopfittings which the company claims offer up to 50 per cent savings over comparable competitors. Here they have used modular shelving with bright red inserts, custom made counters with concealed lighting and glass display units for perfumes. The company are also launching an "all white" range of shopfittings. Details of products and prices from Shopkit, 50 Ivatt Way, Westwood Industrial Estate, Peterborough PE3 7PN.



BUSINESS JUST ISN'T WHAT IT USED TO BE



A pharmacy fitted out with Barshop's new retail display and dispensary systems, their latest addition to the Astore range. The dispensary system includes 2m long timber-based modules including a sink and counter unit with shelving and drawers, a unit for large bottles and worktops designed to accommodate computers and printers, and wall and OTC units. The front shop display uses slimmer uprights for wall or gondola units which can be constructed with steel, glass or timber and with a variety of back finishes available. The company also offers a recolouring service to finish equipment. All the new units are designed to allow the displays to be adapted to individual needs, say *Barshop Displays Ltd, Astore House, Padholme Road, Peterborough PE1 5XL.*



A challenge to shopfitters comes in pharmacist Andrew McCoig's redesign which happened entirely without their help.

In a determined bid to create the professional image outlined in Nuffield and to bring his 1929 store right up to date, Mr McCoig did it himself.

"I didn't go to a shopfitter because I wanted to avoid the standard front store with a room at the back which acts as a dispensary, finished off with traditional wrap around wall units," says Mr McCoig.

"To meet the Nuffield recommendation that the pharmacist should be in the shop all the time, especially as most businesses don't employ a full time dispensing assistant, I fitted a Pharmatrive . . . which means I'm now visible all the time," Mr McCoig says.

The shopfit cost around double what a normal contractor would charge but involved a new shopfront, knocking down two walls — "the biggest part of the redesign, knocking the store into the right shape," says Mr McCoig — and the purchase of a Pharmatrive at about £16,000, which required reinforcing the floor with concrete.

When it came to actually designing the store, Mr McCoig went to an architect and cabinet maker. "The architect came up with the plan, designed exactly to my specifications. We used a lot of the original shop shelving which worked perfectly well, and had a cabinet maker make the dispensary and sales counter. The architect helped me estimate the right heights."

Mr McCoig's total bill came to about £43,000 but he is already seeing returns with 27 per cent more customers, he claims. "It's brought my shop right up to date," says Mr McCoig. "There's no comparison now." However, the time and effort of going it alone is no doubt a daunting prospect for many pharmacists.

Chemist & Druggist 14 November 1987



New Pharmacy Brentwood



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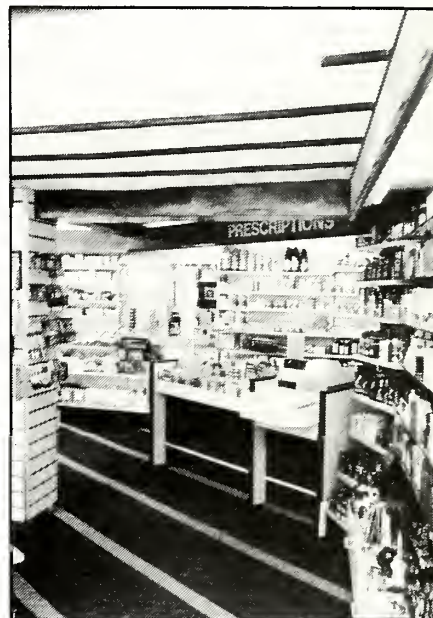
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LEADERS IN RETAIL PHARMACY DESIGN AND DEVELOPMENT THROUGHOUT THE UNITED KINGDOM



Liddle's pharmacy in Troon, Ayrshire, now has a dispensary and OTC medicine section designed to be seen as one unit and co-ordinating with shop displays. The refit was carried out by Dollar Rae, who believe this draws customers' attention to these counters, which can be seen through the floor-to-ceiling front window. The medical counter uses open bin displays and glass cases, and offers storage space below counter, says the company. The shop also houses a baby care section, beauty counter, space for hair care, men's grooming products and a greeting cards' display, and with a newly created room an optician's office next to the dispensary. The shop was designed to allow plenty of room to stroll from one section to the other, say Dollar Rae, and with a view of the shop floor, it increases security. "I think the new design encourages people to talk with me," says pharmacist Diane Lamprell. "Before, they had to seek me out." Dollar Rae Shopfitters Ltd, 47 Haggs Road, Glasgow.



A total refit of A&R Rogers Chemists in Chumleigh, Devon, was carried out by Shopfitting & Design Centre. The refit has provided more space and a dispensary that can be seen from the prescription counter pictured here. The company is offering a new range of equipment, specialising in the continental drawer storage system. Shopfitting & Design Centre (West of England) Ltd, Heron Road, Sowton Industrial Estate, Exeter.

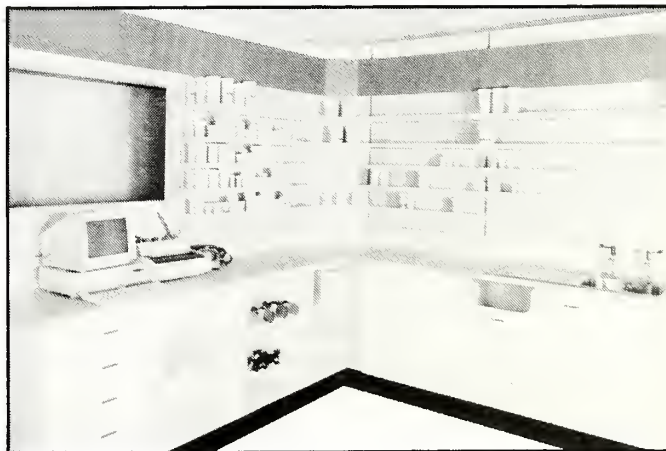
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The new dispensary system from Beanstalk. It can be installed separately or as part of a complete refit and comprises a shelved cupboard unit and open base cabinet, bottle rack, waste bin unit, single drawer and five drawer units, stainless steel sink and accessories, work tops and fan heater. A selection of finishes are available. They also offer a pharmacy control top unit to fit into any Beanstalk counter and a decor panel for front counters; both designed to be flexible and versatile, say Beanstalk Ltd, Freepost, Chichester, West Sussex PO19 2BR.



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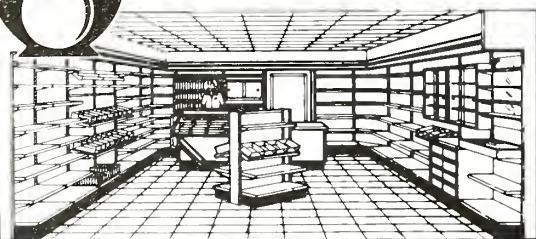
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To provide light automatically when darkness comes, Photain Controls have produced a photoelectric switch unit.

Costing £20 (trade), the plastic housed unit can be mounted outdoors and control 1,000 watts of lighting. It comes with a three pin, twistlock plug for fitting to a socket. It switches lights on when it goes dark, and off when dawn breaks; though a 60-second time delay prevents the lights coming on when clouds briefly obscure the sun. Alternatively it can control the coil of a contactor and so be used for switching on any number of electrical lights, say *Photain Controls Ltd, Ford Aerodrome, Aundel, West Sussex BN18 0BE*.



Going Dutch in dispensing

Bruynzeel Storage Systems have recently introduced Dutch manufactured Denolift Paternoster electric storage system.

It provides high volume storage with contents automatically presented to operators, on command, says the company. Where appropriate, the installation may be computer linked to provide data on stock levels, replenishments, and to identify free stock areas for locating new lines. If

necessary, it says, units may extend through false ceilings in order to maximise cubic storage capacity.

It includes a protection screen, which pulls down over the picking face and locks into position. A five-year guarantee with an all-in service contract is available with the equipment, say *Bruynzeel Storage Systems Ltd, Pembroke Road, Stocklake Industrial Estate, Aylesbury, Bucks HP20 1DG*.

Top drawer idea

Designed to provide a secure and versatile way of storing drugs and medical supplies, Unico Components have launched a drawer and racking system.

Designed to accept a range of standard drawers (of varying depths) with a laminated, metal grill or perspex base, drawers come with dividers and ticket frames and can be locked, says the company. Different combinations of units, drawer numbers and sizes can be ordered. A 32-drawer system would come at about £800, say *The Unicraft Group, 101 Walnut Tree Close, Guildford, Surrey GU1 4UQ*.

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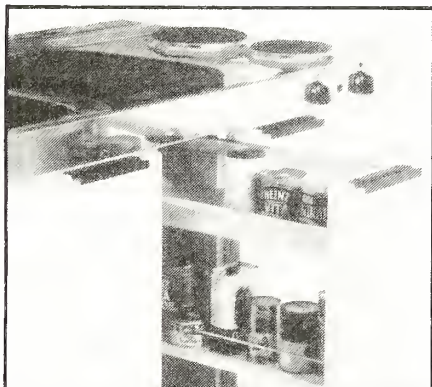
Freepost, Romford, RM5 1BR

Safe storage

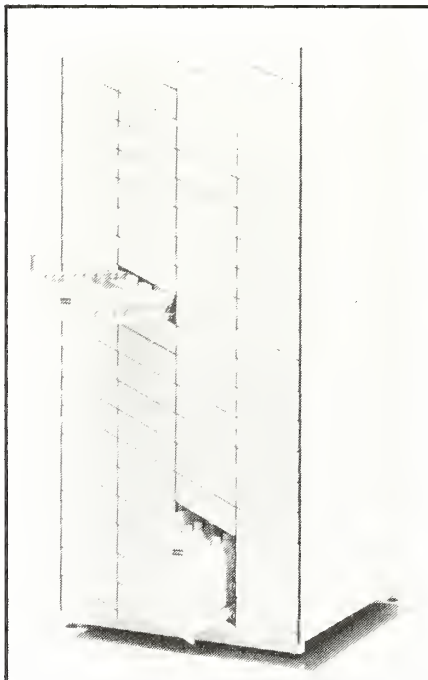
The new Chemvault unit from Portastor Safety and Security products is for the safe storage of drugs, hazardous chemicals and poisons. Units are available in five sizes with prices ranging from £300, say *Portastor Safety and Security Products, Portasilo Ltd, Huntington, York YO3 9PR.*

Be natural

Shelving offering a natural look in ash comes with Morestock's new display units using wooden rails and concealed connectors. The shelving is sold as pre-designed units but can be tailor made and changed to meet the demands of new merchandise, says the company. The rails are finished in clear lacquer, but can be coloured or stained. And the system can be adapted to take current shopfittings such as mesh or sloping shelves, say *Morestock Ltd, Unit 8, Mercury House, Calvea Park, Aldermaston, Berks.*

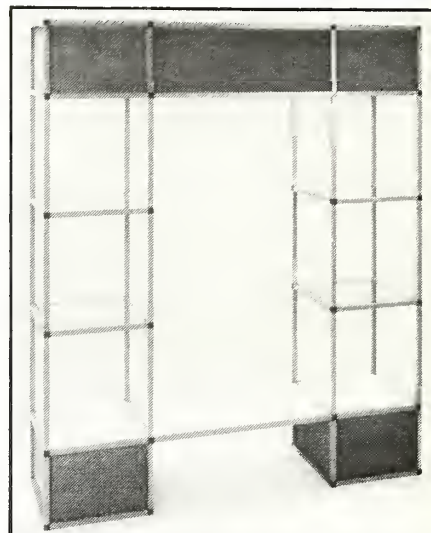


This new model incorporating a pull-out storage facility has been added to the range of Scandia mini-kitchens available from Dahl. Left and right hand versions (120cm wide) are available, with a 20cm wide pull-out storage drawer below. *Dahl Bros Ltd, Scandia Works, Armfield Close, Molesley, Surrey KT8 0JS.*



Designed to allow the dispensary to be opened up to customers, Sintek have launched the Rombic deep drawer system. The drawer units are designed to save space, keep stocks tidy and allow easy "first in, first out" picking with products sloping down to the picking edge.

They also offer their Stockflow storage system, (price according to specification). It uses a series of sloping trays to stock large quantities, extending to allow easy restocking, while giving a display of goods. And the system comes with product partitioning and stock card holders. Work benches can be incorporated. And for use in front of the counter, Stockflow Select employs shelves and wiring for hanging display. The units were on show at Pharmex and Chemex. More details are available from *Sintek Ltd, 44 Cobden Street, Leicester LE1 2LB.*



For display shelves, work benches or storage, Link 51 are launching the Handy Tube range. In a variety of finishes, the 25mm square tubing can be cut to length and taped using plastic joints. It can carry glass, timber or other cladding materials, say *Link 51 Ltd, PO Box 16, Mill Street, Brierley Hill, West Midlands DY5 2TB.*

ABC's Solution

Applied Business Consultants have reduced the price of their Retail Solution POS system by around 10 per cent and updated the terminal.

The new terminal now comes with a security key and offers a full range of alphanumeric keys and 75 user-programmable function keys. It has a built-in receipt printer and an integral 9in high contrast screen.

In addition to a credit card and bar code reader, and an optional customer display, it includes cheque validation and the ability to support laser scanners and laser guns, the company claims. The system with one POS terminal, POS stock control software, and a

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I only sent you in for my prescription! "Well, it was so nicely displayed!!!"

20Mbytes AT compatible micro, will cost from £4,231. Printers for the back office are available from £250. And accounting modules are also available, costing £600 each. The company also provides optional training and support packages. *ABC, PO Box 149, Uxbridge, Middx UB9 6QX.*



Myers have introduced a wall mounted A4 sales literature dispenser. In a choice of white, black, brown or red, each display file can be interlocked with other units to form a tiered, vertical stack. *M. Myers & Son plc, PO Box 16, Vicarage Street, Oldbury, Warley, West Midlands B68 8HF.*

Making The Great Escape!

A new product from Signs & Labels Group is designed help to plan the quickest and safest ways out in emergencies. Called "The Great Escape", it is a framed wall plan in a DIY kit or on order. It is customised for each individual customer's requirements — showing optimum escape routes and identifying hazardous areas. *The Signs & Labels Group, Bredbury Industrial Park, Stockport, Cheshire SK6 2SD.*

Condensing dispensing

Dexion are now offering an updated version of their electronic vertical storage carousel for the dispensary.

The ZAF Pharmatic is now manufactured in this country by Dexion offering increased looks, volume and a more advanced and easily serviced electronic mechanism, claims the company.

It is designed to condense total dispensary storage requirements into about six metres of floor space and models range

from being 1.9m high which offers over 17 square metres of total shelf area, to one which is 5.9m high. Details of cost are available from *Dexion, Maylands Avenue, Hemel Hempstead, Herts HP2 7EW.*



The new format designs from Focal Displays. The range conforms to the latest British and European safety legislation, and covers mandatory and general information, say *Focal Displays Ltd, 12 Wandle Way, Mitcham, Surrey CR4 4NB.*



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Society changes stance on forged scripts

The Pharmaceutical Society's Council is to seek a defence of "due diligence" for pharmacists who dispense forged prescriptions.

The Law Committee recommended at this month's Council meeting that the Department of Health should be asked for a change in the law to provide such a defence for pharmacists prosecuted under Section 58 of the Medicines Act. Counsel's advice was that there was no reason why the legislation could not be amended to provide a defence where a person could show he had exercised all necessary diligence and believed on reasonable grounds he was supplying a medicine in accordance with a valid prescription.

Dr Geoffrey Booth asked whether the Law Committee had fully debated the matter, because the recommendation indicated a change in the position the Society had steadfastly maintained, and which many Council members had tried to take to the membership. Mr Walker, Law Committee chairman, said that the Committee had agreed it was unhappy about the present situation and the Council had approved its recommendation to seek legal advice. Counsel's opinion had not been debated at length because it was so straightforward, it had gone straight to a vote and the Committee had been unanimous in supporting the action recommended.

Mr David Sharpe said there had been a great deal of debate as a result of the House of Lords decision on Storkwain, and increasing disquiet. In one case, charges brought against a pharmacist by the police had been dropped by the Crown Prosecution service and replaced with charges under section 58.

Dr Booth said he was concerned that modification of the law might open the floodgates but Mr Walker believed counsel's advice was that it would not, and Council adopted the recommendation.

Reminder on CDs A letter is to be sent to

all pharmacists reminding them of Misuse of Drugs legislation for Equagesic and other Schedule 3 Controlled Drugs. The letter will recommend that, where feasible, Schedule 3 CDs should be kept in a CD cabinet or if that is not practicable, they should be segregated from other stock. The Law Committee expressed concern at the continuing number of cases involving the unlawful dispensing of Equagesic because the prescriptions either failed to comply with the handwriting requirements or called for repeat supplies. The Society's inspectors will continue to report all cases of unlawful supply of CDs.

Council make up A working party is to review the constitution of Council and the election procedure, once discussions on the Nuffield report are completed. Proposing the review, Mrs Jane Nicholson said points which could be considered included the advantages and disadvantages of regional, sectional and national representation — or a mixture of all three — on Council. Consideration should be given to an optimum size, which had been unchanged for many years despite a large increase in the Society's membership. Perhaps one half or even the entire Council should be elected at one time without risk of lack of continuity, she suggested.

Defective medicines reports The Society is again to write to the Department of Health emphasising the urgent need for action on the procedure for dealing with defective medicines reports. At a meeting on October 29 the DHSS had said that it was responsible for sending information to family practitioner committees but thereafter the responsibility was the FPCs'. The meeting had considered systems for use during normal office hours and for "silent" hours, and the Department had agreed that reports would be endorsed to indicate urgency. The Department was collating information provided by FPCs as to how they dealt with defective medicines reports.

Original pack dispensing The Society is to convey to the General Medicine Services Committee its response to the GMSC's proposals on OPD. The Practice Committee considered a report on the proposals by the Society's OPD working party. It noted that the Society already agreed with a number of recommendations particularly that the standard pack should be of 28 days and agreed with the working party that there was no need to specify pack sizes for liquids, ointments, creams and drops. The Committee supported the working party's view that the pack sizes of such products should be at the discretion of the manufacturer, bearing in mind that the ABPI have offered some guidance. Council agreed that the working party report should be accepted and submitted to the GMSC with a view to representations to the ABPI.

Patient information leaflets

Recommendations drawn up by the Society's working party on PILs are to be conveyed to the ABPI and the DHSS. The recommendations are similar to those drawn up by the ABPI. The Society favours declaration of both active and inactive ingredients.

A motion was also carried that the PILs working party be reconvened to discuss, the development of pictograms to help people who do not understand English or who cannot read.

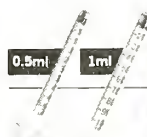
Patient records Community pharmacists who maintain patient medication records are to be offered advice by the Society on provisions of the Data Protection Act 1984.

High premiums on premises The Code of Ethics working party is to consider the payment of high premiums for lease of pharmacy premises adjacent to medical practices. It was reported to the Ethics Committee that an application had been received to register such a pharmacy which would be leased from the doctors for £5,000 per annum, with a premium payment of £175,000. The option on the lease had been obtained by open tender and there was no evidence of an improper doctor-pharmacist relationship.

When the matter came before the full Council, Dr D.H. Maddock — speaking generally rather than on that case — said

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NPA/UCA links confirmed

National Pharmaceutical Association director Tim Astill told Ulster Chemists' Association annual dinner guests that he greatly valued the strong links between the two bodies which enabled the NPA to stand alone as the only body representing the interests of all UK pharmacists.

And Mr Astill reminded Ulster pharmacists that the NPA's "Ask your pharmacist" advertising campaign had benefits for them. "There is a woeful public ignorance throughout the UK about the level of pharmacist expertise. Our campaign has helped establish the pharmacist as an individual member of the health care team."

There was a better "buzz" about community pharmacy than ever before,

suggested Mr Astill, and the NPA was thankful to those wholesalers, manufacturers and pharmacists who had wholeheartedly supported the campaign.

President Robin Holliday, responding to the toast to the Association by Mr Astill, said he was sure UCA members valued their links with the NPA, and particularly the Chemists Defence Association third party liability cover that resulted. Mr Holliday also thanked Sangers (NI) chairman, John White, for the chain of office and for the refurbished badge.

Earlier Mr White had told the president and his guests that the Sangers board was delighted to be associated with the UCA through the presentation. "We give it graciously", said Mr White.

And Northern Ireland's chief pharmacist at the DHSS, Brian Cheyne, took the opportunity to pay tribute to the Pharmaceutical Contractors Committee negotiators for the hard but fair way they had represented the profession in new contract negotiations, when he responded to the toast to the guests.



Members of the board of Sangers (NI) pictured at the Ulster Chemists' Association annual dinner last week when chairman, John White (third from right) presented a new chain and refurbished badge of office to president Robin Holliday (centre left). Also pictured are (from left) David Kelly, managing director Arthur Shaw, Ernest Baird and Arthur Kelly



UCA executive members flank president Robin Holliday at the dinner. From the left Paul Kelly, Derek Corbett, Ivan McKee, Dennis Dougherty, Dickie Chambers and Kevin Shields are pictured in the ballroom of the Dunadry Inn, Templepatrick



UCA president Robin Holliday and his wife Charlotte (third from right), together with secretary Mabel Stewart (extreme left), welcome their guests (from left): National Pharmaceutical Association director Tim Astill; Ingrid Astill; president of the Irish Pharmaceutical Union, David Butler, and Feena Butler



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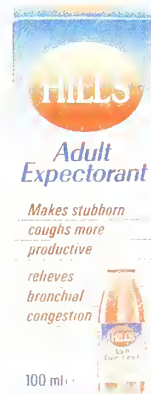
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Wadhurst, Sussex

Kent LPC wants drug testing

At its recent meeting the Kent Local Pharmaceutical Committee unanimously passed a motion stating that it was unable



Edgware pharmacist Mrs C. Shah exercised her skill on some calcium questions at Chemex, and by doing so wins a keep fit bike courtesy of Intercare Products. New product manager for Calcium Factor 500 Mandy Moore (left) presents the prize at the Doshi Pharmacy in Burnt Oak, Broadway, Edgware

to accept the decision of the Kent Family Practitioner Committee to suspend drug testing under the statutory scheme.

While the Committee is gratified at the Kent FPC chief executive's comments regarding the profession, it feels that the scheme is primarily for the checking of the quality of drugs supplied and is, therefore, in the interests of patients.

Further, and for the same reasons, the

Committee called for the extension of the scheme to include dispensing doctors, and was pleased to note that a motion to this effect was passed at the recent conference of the Society of Family Practitioner Committees

Michael D. Moore

Secretary, Kent LPC

Dorset views!

It might be interesting for the Society's Branches having to communicate branch views on the Council's consultative document this month, to know the reaction of the Dorset Branch.

On October 15 we agreed with much of the document, and indeed thought fit to stress certain aspects of some sections. There was disagreement with recommendations 11, 16 and 40, although in the case of 40, we were in favour of the first paragraph (the best interests of the patient being paramount in any choice of source of medication).

Rodney Newman

Secretary, Dorset Branch, PSGB

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Leeds packaging firm in managerial buyout

Pharmaceutical Packaging Leeds are moving to new premises at the end of the month, following a management buyout.

The company, previously a division of Thomas Waide & Sons, is now owned by Paul McVicker and Peter Bond. Mr McVicker was general manager and is now managing director. Mr Bond is sales and marketing director of Thomas Waide, a position he retains, thus maintaining the close links between the two companies, Mr McVicker explained.

Further support comes from a minority shareholding in Pharmaceutical Packaging Leeds by Brand Packaging

Holdings — itself the result of a management buyout from Smurfit two years ago.

The buyout gives Pharmaceutical Packaging Leeds an opportunity to explore new markets for its products and to improve existing services and ranges, Mr McVicker told *C&D*. But that does not mean a move away from the pharmaceutical market which has been the company's "bread and butter" for years, Mr McVicker explained.

At the end of this month 28 staff, including Mr McVicker, move to new premises in Water Lane, Leeds (tel: 0522 424343). The move is due to take place on November 28.

Syntex shine with Glaxo

While Glaxo hold the top profit margin Syntex have replaced them as the outstanding performer in pharmaceuticals, according to "Chemical Insight's" latest analysis of the top 50 pharmaceutical producers' financial performance.

Glaxo's profit margin in its latest fiscal year stood at 42.8 per cent compared to the 34.8 per cent of Syntex; but Syntex performed better in comparison with the

previous year, says "Chemical Insight". And its research and development costs represent 15.5 per cent of sales compared to Glaxo's 8.6 per cent.

Monsanto and Roche topped the bill for R&D-to-sales ratio. A general expansion from 11:6 to 12:1 was the average for the 33 companies for whom data is available. Only Wellcome, and Eisai, of Japan, were above average. Meanwhile in sales, Merck & Co took over top position.

The top ten companies overall were: Syntex, Yamanouchi, Daiichi, Schering, Plough, Abbott, Merrell Dow, Merck & Co, E Merck, Glaxo and Johnson & Johnson.

\$7 billion in Dalkon claims?

Claims of alleged injury and infertility caused by the Dalkon Shield intrauterine device could run to as much as \$7 billion.

A court in Richmond, Virginia, USA, heard that the claims could far exceed the \$1.75 billion fund proposed by Shield manufacturers A.H. Robins and the Rorer Group, who plan to take over Robins who have been operating under the US Bankruptcy Code because of the claims, says a *Financial Times* report.

A committee representing 200,000 women said claims could run from \$4 billion to \$7 billion but Robins are reported to have said that only 30,500 of the claims were "potentially valid and

compensable". Coupled with other limited and "minimal" claims, the maximum to be paid out would be \$1.22 billion.

According to the *FT* report, Robin's product liability insurer told the court it had estimated that the cost of claims from at least 90,000 women will be between \$2.2 billion and \$2.5 billion.

A spokesman for the UK subsidiary, A.H. Robins Co, told *C&D* this week that they have no more information as yet and could not confirm the accuracy of the figures by the *FT*.

More Guinness

Underwood's non-executive director Roger Seelig, who has been charged in connection with the Guinness affair (*C&D* October 24, p850) has been further remanded on bail until April.

Sticky end to car sickness?

Development of a "one-off" transdermal patch for the treatment of motion sickness is nearing completion in the US, say manufacturers Ciba Geigy.

Ciba already market Scopoderm TTS — which delivers scopolamine — in parts of Europe, the US and Canada, but say it has not proved a commercial success. This is possibly due to the length of time the patch has to be worn, say Ciba. It must be applied five hours before a journey starts and can be left in place for up to 72 hours. The company is also concerned about the over-dose risk and side-effects experienced with Scopoderm, and has recently decided to restrict supply to prescription. It is not available in the UK.

Ciba Geigy will shortly be launching Estrapak in the UK. The pack contains Estraderm, a transdermal patch for use in hormone replacement therapy, which was originally launched in June, plus 12 tablets of norethisterone. Current UK opinion favours continuous oestrogen replacement with the addition of a progestogen for 12 days in those women who have a uterus, says the company. Estrapak is currently at the regulatory stage.

Bigger Booker

In deals worth £7m Booker have taken a bigger bite of the health products sector by taking over three companies: Nature's Best Health Products, Dietary Specialities and Hillstart.

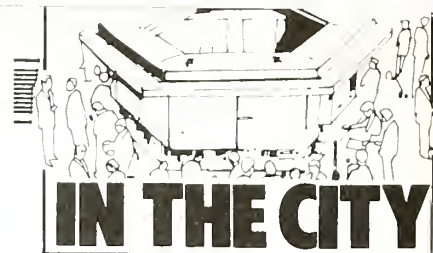
Hillstart, which includes 17 Happy Nut House outlets, was bought for £1.5m and will be merged with Booker's Holland and Barrett chain.

The other two businesses represent a £5.5m takeover from Guinness. Dietary Specialities' Seatone product is to be merged into Booker Health Foods existing brand range, but Nature's Best, while linking operations, will run as an independent business.

Cash and carry!

A cash and carry offering the public toiletries at trade prices has opened in Kettering this week.

4U Toiletries will run along the lines of an American style bazaar, offering well known brands in dozens or half dozen packs. A planned advertising campaign will stress their low prices.



Reckitt buy Kukident

Reckitt & Colman have paid £24.2m for the rights to denture fixatives and cleanser products from the West German company, Kukident, formerly owned by Procter & Gamble subsidiary Richardson.

In West Germany the Kukident brands have a market share of 50 per cent in the fixative sector, and 20 per cent in cleansers. This latest move will increase

R&C's share of the West German fixative market to 60 per cent, says the company. They have strong representation in the rest of Europe with Steradent but their market share in West Germany was put at 1-2 per cent. In 1984 the country became a target for expansion with a purchase of a small household goods firm.

Richardson approached R&C after they were asked by the West German Cartel Office to sell some of their interests in dental products following the purchase of Blendax, a West German toiletries firm, by their parent company. Richardsons will continue to hold the rights to Kukident outside West Germany.

Credit Act to be amended

The Consumer Credit Act is to be amended to exempt all credit and hire for business purposes, Trade and Industry Secretary Lord Young announced last week.

"Trade associations representing all the major creditors have argued that while

the protection of the Act is valuable for individual consumers, its application to business credit is harmful both to business — by imposing extra administrative costs which are unnecessary — and to its customers, by delaying the release of funds for the provision of facilities," he said.

This change to the Act, together with others to simplify and clarify the Act's provisions are to be made as soon as there is a suitable opportunity.

COMING EVENTS

Bangkok poser for Unichem

Unichem are making strenuous efforts to book additional flights and accommodation facilities for their 1988 Convention in Bangkok.

Demand for tickets to the convention, which runs from October 18 to 25, was so

brisk after Convention tour operator Henry Soler's presentation to the 1987 Convention in Rhodes that all places were taken within 48 hours. Mr Soler said: "We were amazed but delighted that it should prove such a popular venue and we are working to find additional capacity to meet the demand."

In the meantime, Unichem members can put their names on a waiting list by sending off for a brochure and completing the booking form in the usual manner.

Thursday, November 19

Bedfordshire Branch, Pharmaceutical Society, 8pm, post-graduate medical centre, Luton and Dunstable Hospital. Training programme on "Response to symptoms".

Advanced information

Society for Drug Research, one day symposium on "Case histories of drug design", December 17, School of Pharmacy, Brunswick Square, London WC1. Registration fee £10 for non-members to be sent in advance to The Society for Drug Research, 20 Queensberry Place, London SW7 2DZ. Further details from Mrs Barbara Cavilla (secretariat) tel: 01 581 8333.

"Biotechnology and the pharmaceutical industry"

A joint South East Pharmaceutical Industry Group/Association for the Advancement of British Biotechnology meeting, University of Kent, Canterbury, January 7, 1988. Details from Moira Gitsham, SEPIG co-ordinator, 1 Roberts Mews, Lowndes Place, London SW1X 8DA (tel: 01-235 4086).

Monday, November 16

Mid-Glamorgan East Branch, Pharmaceutical Society, 8pm, The Globe Hotel, Pontypridd. Dr J. Larke, UWIST, Department of Optometry on "Ophthalmic disorders, contact lens solutions and the pharmacist".

Tuesday, November 17

Hull Branch, Pharmaceutical Society and Hull Pharmacists' Association, 7pm, post-graduate centre, Hull Royal Infirmary, Anlaby Road, Hull. Members dinner with Dr J. A. Smith, Bradford University on "Chronobiology — biological clocks". North Metropolitan Branch, Pharmaceutical Society, 8pm, School of Pharmacy, University of London, Brunswick Square, WC1. Professor J. Smith on "The new 4-quinolone anti-bacterials".

Wednesday, November 18

Southampton Branch, Pharmaceutical Society, 7.30pm at post-graduate centre, RHCH, Winchester. Joint meeting with Southampton BDA. Wirral Branch, Pharmaceutical Society and Liverpool Guild of Hospital Pharmacists, 8pm, at the post-graduate medical centre, Clatterbridge. Dr G. Gill on "Some recent advances and retreats in the care of the diabetic patient".

Investors have had a stormy passage during the Stock Market crash, losing 30 per cent in just three weeks. The London market is looking to America for a cut in its budget deficit, but few are optimistic that President Reagan can bring off a big enough reduction to appease the markets.

Some investors, particularly those in volatile traded options, have been wiped out by the market's plunge. Brokers A.J. Bekhor are among several firms which have already tried to recover money owing to them by three clients by issuing three writs to recoup a total of £3.4m. The firm remains secure financially.

Shareholders in large British companies such as ICI and Glaxo have also suffered badly because they are likely to be hit by the fall of the dollar. ICI sells a quarter of its goods in the US.

Shares in Amersham International, the privatised manufacturer of diagnostic kits for hospitals and research laboratories, fell by 19 per cent in just one day (when the market weakened only slightly) after the company issued a warning about the effect of exchange rate movements on its prospects. First half results were good.

Amidst the panic, the Government decided to proceed with a mammoth sale of shares in BP, despite pleas from overseas underwriters, who had agreed to take up shares which the public did not want. British underwriters were more resigned to their fate. The issue was saved by the Bank of England promise to buy the partly paid shares at 70p, against their offer price of 330p, which provided a cushion for the underwriters.

Dealers are hunting around for bargains and some fund management groups have been brave enough to launch unit trusts, despite the market's fall. But most commentators warn investors not to enter the Stock Market until it has settled.

Those determined to buy at what may be bargain basement levels should stick to large companies with strong UK businesses such as J. Sainsbury and Argyl among the food retailers, Bass and British Gas. There is widespread faith that the British will still want food and drink, even in a recession, which may follow the worldwide Stock Market crash.

Companies with large American operations, large borrowings and which have relied on acquisitions to push up profits are vulnerable to continued market weakness.

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Pharmacist dies in Enniskillen

Retired pharmacist William James Mullan, was among those killed by the IRA bomb which exploded before the Remembrance Day service at Enniskillen last weekend. His wife also died in the blast.

Mullan: William James Mullan, MPSNI, of Shigo Road, Enniskillen, a native of co Derry, registered in 1938. After serving an apprenticeship at Kyle's in Omagh he moved to Enniskillen to manage Toppings. It was during this period he met his wife Nessie.

He moved back to Omagh, but returned to Enniskillen after a few years to manage Stevensons. He bought Adamsons, the oldest established business in Enniskillen, in the late 1950s. The shop is now called the Mullan Pharmacy and is run by his son James.

Mr Mullan served on the Pharmaceutical Contractors Committee for a couple of terms in the late 1960s. Although aged 73 he still took an active part in the family business. He was an Elder of the Presbyterian Church, a keen gardener, and an essentially a family man.

Our sympathies are extended to his son James and his three daughters.

Memorial service

A memorial service for Robin McCulloch, the secretary of the Cosmetic Toiletry and Perfumery Association who was killed recently in a plane crash in the Far East, will be held at 12 noon on Tuesday December 8 at St Bride's Church, St Bride's Avenue, off Fleet Street, London EC4.

From Russia with love

Em-Ess Chemists in Liverpool are celebrating 40 years of continuous service to customers, during which time the shop opened overnight, on Sundays, and Bank Holidays.

The pharmacy, in London Road opened its doors for the first time on November 1, 1947: the owners were a Jewish immigrant couple from Russia.



Ian's conquering heroes

A team of Bradford pharmacists led by the aptly-named Ian Conquest, who battled on the football pitch against local GPs and medical representatives recently, were rewarded with a victory.

Many of the pharmacists from the Bradford and District Branch of the Pharmaceutical Society were playing for

the first time in years, said Mr Conquest of Conquest Chemists, Bradford (front row, centre). He regularly plays for a five-a-side team of GPs and reps', and the match was his idea. An advertisement in the Branch newsletter brought a number of willing candidates — "Some younger than others", said Ian. The match was sponsored by Johnson & Johnson and T-shirts were provided by Kodak.

They called the shop Em-Ess, which in Hebrew means "The truth". It soon established a reputation with its lengthy opening hours, says marketing manager Mrs C.J. Simpson and attracted much custom from the Liverpool docks and particularly from Russian sailors visiting the port.

In October 1985 Em-Ess became one of a chain of ten chemists in the Merseyside area, but its name was retained and adopted as the company name. In addition provision of out-of-hours service has continued.

The shop has recently been refitted and to celebrate the 40th anniversary there are competitions, promotions, special purchases and a French Fragrance week.



Em-Ess pharmacist Mrs Diane Harrison (far right) with assistants Debbie Lee and Angela Clarke

PCC officers elected

The Pharmaceutical Contractors Committee elected the following to office at their October meeting: Mr Robin E. Holliday, MPS, Lisburn (chairman); Mr T. G. Hannawin, MPS, Ballynahinch (vice-chairman); Thos I. O'Rourke, FPS, Belfast (secretary); and Mr I. D. McKee, MPS, Belfast (treasurer).

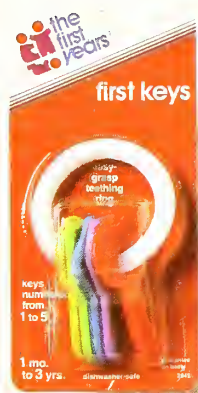
Unichem news

Unichem have appointed three new members to their regional committees.

Gawin Dent of Dent's Chemist, Newbiggin-by-Sea, Northumberland, joins the Northern regional committee. Mr Dent has been an owner-proprietor for seven years. John Hawley Groat, of Mackenzie & Co Chemists of Edinburgh, joins the Scottish committee. Mr Hawley Groat has been in community pharmacy since qualifying in 1960.

Finally, the West Country Committee welcomes Gaynor Clark, of Honiton, Devon. Mrs Clark's 20 year career has embraced both the hospital and the retail sides of the industry.

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This is the unique First Years Merchandiser.

A range of over 60 first class children's products – in a space just 3' x 5'. Divided into feeding aids, playthings and childcare the First Years range is already a brand leader in the United States.



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Just call our rapid telephone order service on: 0742 348736/7.

Or contact our sales support team, A.L. Simpkin & Co Ltd., Hunter Road, Sheffield S6 4LD.

The new Kodak Ultralife lithium power cell has twice the life of equivalent alkaline batteries. It represents a remarkable technical breakthrough: the world's first lithium cell ever made for consumer use in a popular size. We're launching it with a

To enter the free draw, simply indicate, on the Entry Form, your answers to the following questions by putting the letter that represents your answer in the appropriate box. Then fill in your name and address and send the form to the competition address:



This new Kodak power cell could take you to the bright lights of London

powerful advertising campaign that will also remind your customers of the superb range of Kodak Photolife and Kodak Xtralife batteries.

Kodak Photolife batteries have been specifically designed for extra performance when used in photographic applications. Kodak Xtralife batteries are specially engineered for modern high-drain equipment that demands concentrated power output. And don't forget Kodak High Power batteries, which offer value for money in everyday low-drain consumer equipment. These three ranges and the unique 9-volt Kodak Ultralife power cell will turn power into profit for you.

For instance, we're putting something extra behind Xtralife batteries with a consumer promotion that's sure to increase your sales: a free Pifco torch for three proofs-of-purchase.

You'll also benefit from the fact that Kodak batteries are the official battery for the Olympic Games. And there will be added interest and added sales from the stylish Kodak Olympic Gold Collection.

To celebrate your big sales of Kodak batteries, we're offering you the chance to go to the biggest sale of all: Harrods'. The winner of our prize draw gets an expense-paid weekend at a luxury hotel in London and £1000 to spend at Harrods' world-famous sale.

The future definitely looks bright for you with Kodak batteries. With the lights of London beckoning, it could be even brighter.

R. Shepherd, Ultra Technologies, Kodak Ltd., P.O. Box 66, Station Road, Hemel Hempstead, Herts HP1 1JU.

N.B. NO PURCHASE NECESSARY

1. What is the main component of the new Kodak Ultralife power cell?

- A. Lithium B. Alkaline
C. Zinc Carbon

2. What free product is offered in the current Kodak battery consumer promotion?

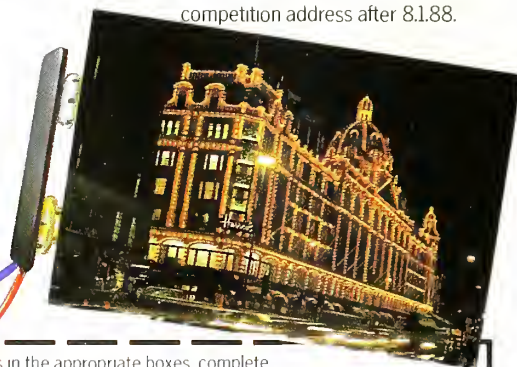
- A. Fairy Lights B. Toy bunny
C. Pifco torch

3. Of what international sporting event is Kodak the official battery?

- A. The Olympics
B. The World Cup C. The Ashes

RULES

1. The winner will be the first correct entry drawn from the postbag.
2. The prize will be for two persons and consists of return travel to London, 2 nights at a luxury-class hotel, chauffeur-driven limousine to Harrods, tickets to a London theatre and a £1000 Harrods gift voucher.
3. The prize is non-negotiable and must be taken by 31 March 1988.
4. Competition is open to retailers and their employees resident in the U.K. only.
5. Closing date for receipt of entries is 31.12.87.
6. Winner will be notified by 8.1.88.
7. The name of the winner will be available from the competition address after 8.1.88.



ENTRY FORM Mark the letters representing your answers in the appropriate boxes, complete this form and send it to: R. Shepherd, Ultra Technologies, Kodak Ltd., P.O. Box 66, Station Road, Hemel Hempstead, Herts HP1 1JU.

Question 1 ☐ Question 2 ☐ Question 3 ☐

Name: _____ Store Name: _____

Address: _____

Postcode: _____

Telephone No.: _____

Local Wholesaler's Name: _____

Please send me details of Kodak batteries ☐ Please tick

CD1



Kodak Ultralife, Xtralife, Photolife and High Power are trade marks

